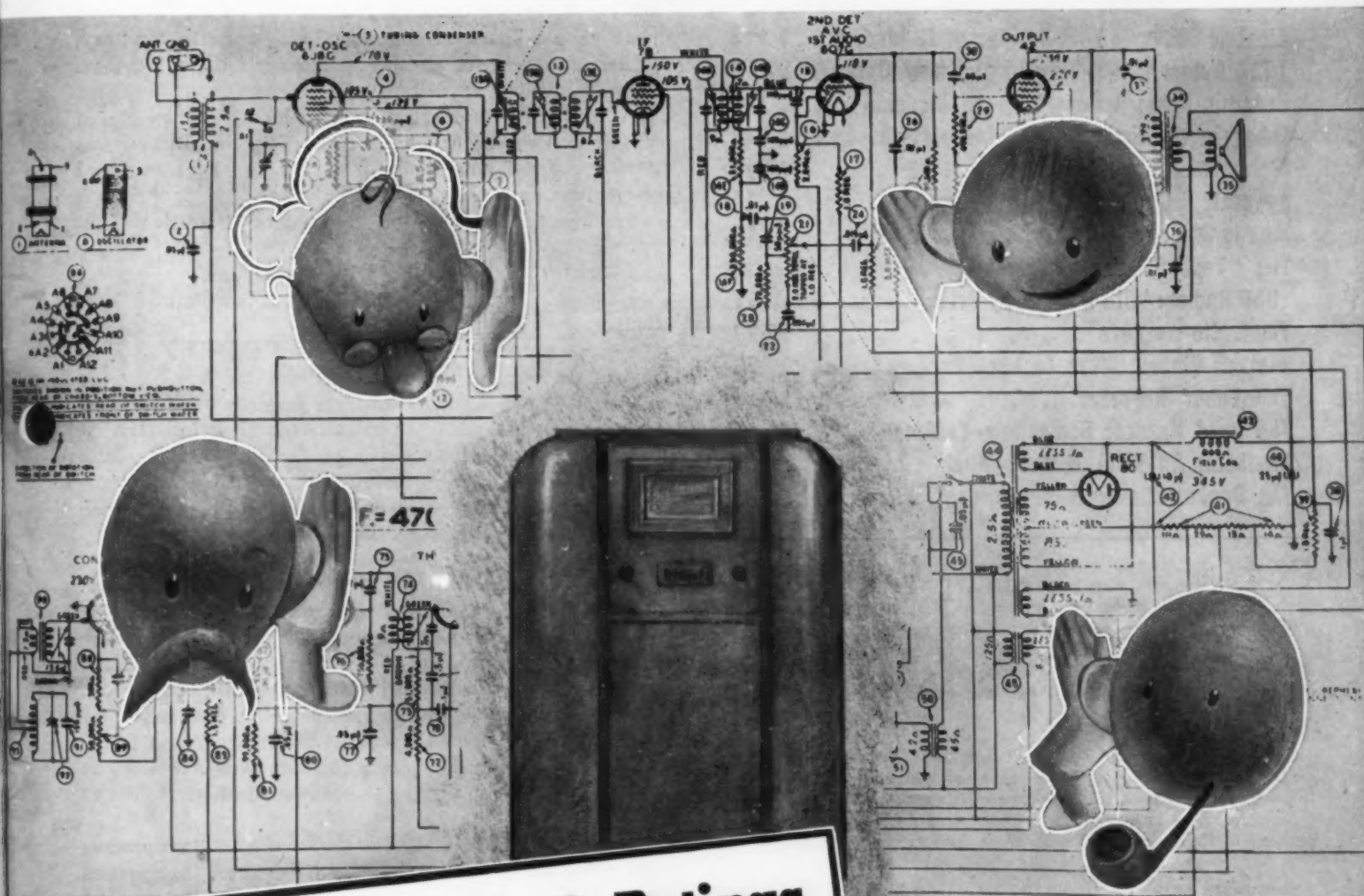


CONSUMERS UNION *Reports*

Volume 3, Number 12

DECEMBER 1938

\$3 a Year, 25c a Copy



New Radios: Survey & Ratings

With an account of the novelty features for 1939, including "Bandspread Tuning" and "Mystery Control." Manufacturers are still emphasizing gadgets . . . and CU is still waiting for the day when more radios will be designed primarily for reception.

See page 17.

See page 17.

Test Results on
Electric SHAVERS
BLANKETS
Fountain PENS
MARMALADES

A Preview of 1939 Cars

CONSUMERS UNION OF UNITED STATES, INC.

55 Vandam St.  New York City

Contents for December 1938

CU's ratings of products are based on both quality and price. A product rated "Also Acceptable" may be of higher quality than one rated "Best Buy" but the "Best Buy" will normally give greater return per dollar. In most cases a product rated "Not Acceptable" is judged not worth buying at any price, because of inferior quality or because it is potentially harmful. Products rated "Not Acceptable" for more specific reasons are so noted.

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Consumers Union's own technicians conduct many of its tests and investigations on which ratings are based. The greater part of the testing, however, is done by consultants—more than 200 specialists selected for their competence and freedom from commercial bias—in university, governmental and private laboratories.

Samples for test are in almost all cases bought on the open market. Whenever time and the nature of the product allow, testing is done by actual use trials as well as by laboratory analyses.

Supplementary labor reports are published regularly. Entirely independent of the technical reports, these do not affect ratings.

CONSUMERS UNION publishes two monthly editions of the *Reports*—full and limited. The full edition contains reports on many higher-priced products not carried in the limited.

Members receive also an annual *Buying Guide* (full or limited)—a compact booklet designed for quick reference in shopping.

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All members have the right to vote on candidates for the Board of Directors and on resolutions on policy at the annual meetings.

The Consumer Reporter

Dr. Caroline Whitney—a national leader in the consumer movement, an admirable human being, and a friend of CU—died unexpectedly last month. CU feels that it is appropriate to devote the space for the Consumer Reporter in this issue to an expression of our regret and our respect for her memory.

THE death of Dr. Caroline Whitney in New York last month has deprived the national consumer movement of one of its most effective fighters, and the children of New York of one of their best friends.

CU offers its condolences not only to Dr. Whitney's family but to those millions of mothers whose interests she so successfully defended while she lived. They were poor people—most of those mothers—and Dr. Whitney, in her long fight for cheaper and better milk, saved them literally millions of dollars.

A brilliant economist and statistician, a graduate of Vassar College and Columbia University, Dr. Whitney was a vital figure along many fronts of the consumer and cooperative movement. She was:

the director of the Milk Consumers Protective Committee;

a director of Cooperative Distributors, Inc.;

a founder and director of the Consumer-Farmer Milk Cooperative;

a former member of the Board of Directors of Consumers Cooperative Services;

and, at the time of her death, a member of Mayor LaGuardia's Committee to Investigate the Milk Industry.

At the hearings last Spring on the Federal-State Milk Marketing Order, her testimony was responsible for removing from the final law several important features which were contrary to consumer interest.

It was with special personal sorrow that CU heard of this death. CU knew Dr. Whitney well. About two years ago, when the Milk Consumers Protective Committee was founded by Consumers Union, its headquarters were located here in our offices. That meant, for us, the privilege of associating with an inspiring and inspired worker. And for that reason we have a special understanding of what Miss Helen Hall, Director of the Henry Street Settlement, was saying in her moving tribute to Dr. Whitney at the funeral. We should like to offer some of her words as our own:

"Caroline Whitney . . . knew that many children got less milk when the price was high and she knew they needed more. That seemed important enough for her to give her life to it.

"It's good these days to think of Caroline Whitney as an American. Her people faced our frontiers and the pioneer spirit lived on. And it was as alive and sturdy in her as in any pioneer. Her frontiers were industrial ones but the courage was the same.

"Our country will miss her more than it knows because from her point of view she had just begun. . . ."

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Electric Shavers

... cost somewhat less this year, and more of them give some satisfaction; test results and ratings herewith

A NUMBER of new electric shavers have been introduced during 1938, prices in general have been lowered, and CU tests just completed show an increase in models that give fairly satisfactory performance.

Despite the evident improvement, CU still finds that none of the models tested will give as close a shave as an ordinary safety razor with a good blade, although for many people the results may be satisfactory. Many users report (and the CU shave squad, with some exceptions, bears this out) that they found somewhat greater freedom from irritation when using a good electric shaver—in part, perhaps, because the shaves were not so close.

The Schick continues to be the closest approach to a satisfactory shaving instrument, although no longer outstandingly superior to all others. Its price, now \$12.50, remains high. A new Schick model costing \$15 has just come out, but could not be procured in time for testing.

Most noteworthy price reduction is Packard's drop from \$15 to \$7.50, which accompanied the introduction of a new, higher-priced model—the Roto-Shaver at \$12.50. Along with reductions on previous models, a number of new makes have been introduced in the \$5 to \$10 price range.

Several new shaving-head designs have been developed, notably the "salt-shaker-type" head of the Packard Roto-Shaver and the "lawn-mower-type" head of the Zephyr. The Sunbeam Shavemaster has a flat cutter blade which oscillates inside its rounded nose, made in the shape of a half cylinder studded with holes. There are, as last year, innumerable variations of the barber's clipper-type head.

In spite of the claims made for the superiority of each type, no one of them seems to be inherently better than all others. The care used by each manufacturer in securing proper

design in such details as slot width and operating clearances, and his choice of satisfactory materials, are more important than the type of head in the production of a shaver that really shaves. Tests showed no hazard of electric shock from any of the shavers.

Newest development in motors is the a-c vibrator type in which a vibrating armature drives the cutter blade. The motor has no contact points, and so can cause no radio interference. Chief drawback of the design is that, unless carefully engineered, it may be very noisy and the whole instrument may vibrate excessively. Rand, Windsor, Croydon, Hanley AC and Elgin use this construction. All others, with the exception of the Shavemaster, use a rotating motor with interrupter contact points. These models may be used on either a-c or d-c, and unless specially constructed will give more or less radio interference while in use.

The Shavemaster uses the heavier, more expensive "commutator-type" motor, with carbon brushes, and is definitely superior to the interrupter-type shavers in power, probable freedom from motor trouble (although occasional brush replacements may be necessary) and durability. It is, unfortunately, extremely heavy for a shaver and many users find that it tires their arm excessively.



SCHICK

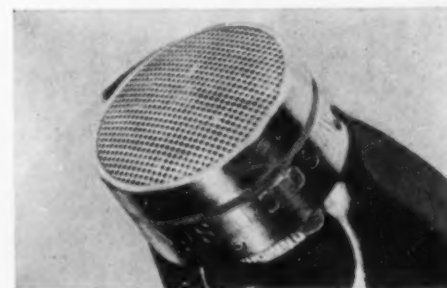
... still the most satisfactory

THE ratings that follow take account of performance, workmanship and mechanical construction, probable durability, and ease of cleaning. Acceptability is determined primarily, however, by the ability of each shaver to give reasonably satisfactory shaves without undue irritation. Several users with heavy, stiff beards report difficulty in shaving with those shavers having holes instead of slots. A patting technique seems to minimize irritation with instruments of this type but the patting increases the time required and may give uneven results.

Wherever possible, electric shavers should be bought on a trial basis, on a money-back guarantee from the retailer. It may take as much as two or three weeks to make sure that a shaver is satisfactory. Several makers argue in their advertising that their brands, at last, dispense with the need for a trial period. But CU's technicians are unimpressed.

Best Buy

Schick Model S (Schick Dry Shaver, Inc., Stamford, Conn.). \$12.50. Shaves fairly close with relatively little irritation; not so close as a good safety razor, however. Ac-dc interrupter-type motor. **Colonel** model at \$15 with new motor was



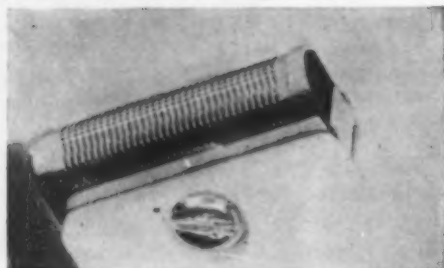
PACKARD ROTO-SHAVER

... fairly good shaves—but slow



SUNBEAM SHAVEMASTER

... fairly good shaves—but heavy



RAND SHAVER

... a good second

not tested. Head may be exchanged for No. 10 head for coarse beards, fitted free if shaving instrument is less than one year old, otherwise \$3.

Also Acceptable

(In order of preference, price considered)

Rand Shaver Model A (General Shaver Corp., Remington Rand, Bridgeport, Conn.). \$9.50. Gave almost as good shaves as *Schick*, but caused some irritation. A-c only, vibrator type. Has nonskid rubber grip—definitely desirable. Supplied with 5 V (fine) head; 5 CS (coarse) head supplied with *Remington Close-Shaver* may be better for heavy beards. The company claims, in reply to an inquiry, that the 5 CS head should not be used on the *Rand Shaver*; their representative added, however, that if the user could prove to them that he got better results with it, they would make the change at no charge. Negotiations of this sort should best be handled in person at a Remington Rand service department.

Windsor (Windsor Electric Shaver Corp., Glendale, Calif.). \$7.95. Purchased in Los Angeles. Relatively good shaves, with slight irritation. A-c only. Smaller and lighter than *Rand Shaver*, somewhat more convenient to use. Head mechanism may not wear as evenly as that of *Rand Shaver*.

Remington Rand Close-Shaver Model 24 (General Shaver Corp.). \$15.75. Fair to good shaves with little irritation. Supplied with 5 CS (coarse) head, but 5 V (fine) head supplied with *Rand Shaver* gave better results for some users. See listing of *Rand Shaver* above. Mechanically well built; ac-dc interrupter-type motor. Price high.

Sunbeam Shavemaster (Chicago Flexible Shaft Co., Chicago). \$15. Shaves were fairly good; some users noted excessive pulling of hair. Patting technique avoids this drawback but increases time required. Judged more satisfactory for soft beards. Heaviest shaver tested (see comments on motor in introduction). Has built-in switch.

Packard Roto-Shaver (Progress Lectro-Shaver Corp., NYC). \$12.50. Shaves were fairly good; some users complained of pulling. Salt-shaker head requires patting technique (contrary to the maker's advertising pictures, beard hairs do not grow the same distance apart as the holes in the shavers, and CU doubts that they can be trained to). Slower than average to use. Extra "comb-type" head supplied, claimed to be better for feminine use, for trimming moustaches, &c.

Gem-lectric Model A (American Safety Razor Corp., Brooklyn). \$12.50. Fair to good shaves. Some irritation. Ac-dc interrupter-type motor. Well built.

Gillette Dry Shaver (Gillette Safety Razor Co., Boston). \$20 with deluxe case including a metal shaving mirror. Fair to good shaves; slight irritation. Mechanically well built; has built-in condenser to eliminate radio interference from interrupter-type motor. Sold with a guarantee that if it is not satisfactory the purchaser's money will be refunded in "Gillette blades and/or razors and blades as you elect at list prices to the full retail value of the *Gillette Dry Shaver*."

Not Acceptable

Hanley AC (Clipshave, Inc.). \$5. Fair shave, only slight irritation—a



ZEPHYR

... irritating and awkward

big improvement over previous *Clipshave* model. A-c vibrator type, with cutting head not held on positively. Head comes off continually while in use; otherwise this model would be acceptable. Cord short.

Packard Lectro-Shaver (Progress Lectro-Shaver Corp.). \$7.50 (formerly \$15). Essentially the same as the model tested last year, and gets the same rating. Fair to poor shaves, with marked irritation. Workmanship and materials good.

Ingersoll (Ingersoll-Waterbury Co.). \$7.50. Fair to poor shaves, irritating to some users. Ac-dc interrupter-type motor, excessively noisy.

Glide (International Appliance Co.). \$7.50. Poor shaves, irritating to some users. Second sample tested showed no significant improvement over earlier model.

Miracle (Miracle Dry Shaver Corp.). \$6. No significant changes over \$10 model rated "Not Acceptable" last year. Interrupter-type motor using small carbon brushes (not a true commutator type); sparks badly while running. Brush life of previous sample found excessively short. Fair to good shaves with definite irritation noted.

Sears' Champion Cat. No.—6335, fine head; Cat. No.—6339, coarse head (Sears-Roebuck). \$8.95 plus shipping charges. Fair to poor shaves with slight irritation. Head design improved over last year, but shaves are no better.

Zephyr Model M (Manning Bowman Co.). \$15. Fair shaves, with definite irritation. Uses a specially designed cutting head working on much the same principle as a lawn mower. Locking device does not secure head positively. Provision for automatic takeup of blade wear was judged inadequate. Most users found the shaver awkward to use.

Elgin Kwik-Shave, \$1.50 to \$2; **Life Shaver Model A**, \$2.50; **Croydon**, \$2. These are typical of drugstore and department store "bargains." The *Life Shaver* has an a-c or d-c interrupter-type motor; the others are a-c vibrator type. *Elgin* and *Life Shaver* use the same head. All have very cheap mechanical construction and gave poor shaves. The a-c models were noisy and vibrated excessively.

CU Goes to the Auto Show

... and finds some improvements in the new models. Details of those improvements and a car-by-car description follow here



As exhibited at the annual automobile shows, the new cars display a more marked improvement over the previous models than was the case a year ago. In cars with bodies which are completely new this year, visibility is increased. Hoods, though longer, are lower. The larger windows and smaller windshield posts of the larger new General Motors bodies are especially noteworthy.

Also noteworthy is a similarity of head-on appearance which is not mere copping, but a form of collusion; for if you do not like the new "cat-walk cooling" design you must take it anyway. But this design does have its points. It provides adequate and efficient entrance for the cooling air, and leaves no further excuse for expensive grilles or large, badly exposed hood-noses.

Just above the "low-priced" field, buyers have two new choices. These are the *Olds 60* and the *Pontiac "Quality" 6*. Approximately at the same price level, the *Hudson 112* was introduced earlier in the year. Below the low-priced field, there is a modernized version of the *Willys*—the 4-cylinder *Overland*. Prices in general are lower, though not down to the 1937 level from which they were increased a year ago.

Engines remain much the same, though changes in chassis design are

numerous. Weight in some cases has been reduced. Riding qualities are better, particularly in the low-priced cars. On the medium-priced cars, centers of gravity are lower and bodies are roomier. More attention has been paid to "roadability," that is, the ability of the car to hold the road under varying road and driving conditions. The probability of cylinder-wall scoring and wear has been decreased (at least during the break-in period) by a wide adoption of piston rings coated with ferrous oxide. Except in the low-priced field, steering post gearshifts, many of them rather unsatisfactory, have replaced the floor gear lever.

In most 1939 models, operating economy has not been increased, although the new "force-back" overdrive is a step in that direction and will lengthen the life of cars that carry it. With the "force-back" overdrive, which goes into operation at 30 miles per hour or less, the accelerator, when fully depressed, will return the car at any time to the regular high gear.

A few manufacturers, notably Buick, offer optional rear-axle gear ratios to improve gasoline mileage. There is wider use of the more durable but less attractive (and less costly) synthetic resin finishes as a substitute for lacquer. Headlamps on a majority of lines are now built into the fenders, thereby somewhat increasing the

chances of damage to the lamp. From this location, however, the lamps produce less wind noise and make for safer lighting.

Chrysler Corp. Plymouth, Dodge, DeSoto, Chrysler

ADOPTION of the same type of knee action used for many years on *DeSoto* and *Chrysler* removes an objection to *Plymouth* and *Dodge* front springing which has stood since 1935. For 1939, the *Plymouth Roadking* (formerly the "Business" model) bears a much closer resemblance mechanically to the *Plymouth DeLuxe* than previously. Both models now carry what is essentially last year's body, with ample dimensions but unimproved vision. Both are available on order with "economy equipment," which is desirable for minimum operating costs (see *CU Reports*, February 1938).

Dodge, *DeSoto* and *Chrysler* use a new *Chrysler* body, with increased vision particularly through the windshield; a wider front seat; and a smooth back with built-in trunk. (General Motors offers two new body sizes as mentioned below. But *Dodge* is the lowest-priced car in either the *Chrysler* or the GM line to carry the full-size body.)

In *DeSoto* and *Chrysler* cars many engine parts have the newly developed "Superfinish," intended to provide closer fits after parts have worn in. Any advantage of this sort can, of course, easily be offset by abuse on the part of the driver. Apart from the new body, there are no major changes on *DeSoto*. Both the *DeSoto* and the *Chrysler* lines can be fitted with the "force-back" overdrive at an extra cost of \$60.

Horsepower of the *Chrysler 6* has been increased. The *Chrysler Imperial* has a new and unnecessarily powerful engine which decreases fuel economy. *Dodge*, *DeSoto* and *Chrysler* are offered with two grades of trim and equipment; and the more expensive does not add materially to transportation value.

Ford Motor Co. Ford, Mercury, Lincoln Zephyr

MORE important than the introduction of the *Mercury* this year is the use at long last of Lockheed-type

hydraulic brakes on both *Ford* and *Mercury*. The old *Ford* slogan, "the safety of steel from pedal to wheel," will now be forgotten. It is precisely 12 years since brakes of the type now adopted by *Ford* began to appear on other cars.

The smooth-backed body with built-in trunk used last year on the *Ford DeLuxe* is fitted for 1939 to the Standard models also. The 60-HP model is again \$40 cheaper than the 85-HP. (There was approximately the same price difference in 1937.) On *Ford DeLuxe* the fan is driven direct from the crankshaft; as a result the distributor is now accessible and operation is claimed to be quieter. Piston ring changes to reduce oil consumption have been made in the *Ford* models. All *Ford*-built lines retain the wobblestick gear lever.

The new *Mercury* engine is similar to the *Ford DeLuxe* except for increased cylinder bore and many other *Ford* parts are used. Body (which does not use the *Zephyr's* unit construction) and seats are wider than in the *Ford*. Considerable attention to insulation, together with a numerically low rear-axle ratio should provide a quiet ride and reasonably good gasoline mileage can be expected. There is nothing "new" or "revolutionary" about the *Mercury*. It fills a gap in the *Ford* line, and the 95-HP engine is adaptable to use in *Ford's* larger trucks.

Apart from hydraulic brakes, there are few changes of importance in the *Lincoln Zephyr*. Its praiseworthy high doors and high seats are retained, but other cars now equal its once-exceptional visibility. Its riding qualities will also suffer in comparison with the newer cars. A two-speed axle is available at added cost.

General Motors Corp.
Chevrolet, Pontiac, Oldsmobile,
Buick, LaSalle

THE *Chevrolet DeLuxe* is now fitted with the same type of knee action as the larger GM cars. The *Chevrolet Master* retains conventional springs, with an improved ride. On both models an underwheel, vacuum-assisted shift lever is \$10 extra; minus the unnecessary vacuum assistance, underwheel shifts are standard on all other GM cars.

Chevrolet, Pontiac "Quality" 6 and *Olds 60* use the same body, new this



IF YOUR LEGS ARE LONG

... you may not find the steering post gearshifts convenient

year. It has slightly less visibility and smaller dimensions than the new "full-size" GM body, but is superior to the body used by *Chevrolet* last year. A larger *Pontiac 6* and the *Pontiac 8*, a larger *Olds 6* and the *Olds 8* all have the same "full-size" body and the same wheelbase, 120 inches. *Oldsmobile* uses coil springs both front and rear. Its semi-automatic transmission has been reduced to \$75. *Pontiac* uses a rear leaf spring with a "helper" leaf designed to give nearly the same ride with either a light or a heavy load.

The *Buick 40* has been shortened to 120-inch wheelbase, has no frame back of the rear coil springs, and uses a transmission similar to *Pontiac* and *Olds*. As in the case of the very high-powered *Buick 60*, optional gear ratios are offered for those who prefer better economy to flashy performance. Riding and steering of both *Buick* lines has been improved.

LaSalle wheelbase has also been shortened to 120 inches. (It should not be assumed that all these 120-inch chassis are otherwise alike.) Rear suspension has been improved, and there are various minor improvements in engine and chassis.

Bantam

THE *Bantam* has never been a popular car with the American public. This year the line includes only one closed model, a 2-passenger business coupe. It offers several sport and commercial models, however, and many mechanical improvements have been introduced since the beginning of last year.

Graham

THE basic *Graham* model is a 6 of 90 HP (at 3,600 r.p.m.) continued from last year with little change. Either extensive "custom" equipment or a supercharger, or both, can be had as extra equipment. Each costs \$130. The supercharger adds some 26 HP obtainable at an engine speed of 4,000 revolutions per minute.

Tentative Ratings

PENDING complete ratings of the 1939 cars, the following models are provisionally recommended in their respective price groups:

Willys
Chevrolet Master
Plymouth Roadking
Ford V-8 DeLuxe 85 HP
Hudson 112
Pontiac Quality 6
Dodge Special 6
Studebaker Commander 6 (with overdrive)
Pontiac DeLuxe 8
Buick 40 (with 3.9 gear ratio)
Hudson Country Club 8
Packard 6 (with overdrive)
Studebaker President 8 (with overdrive)
Packard 8 120 (with overdrive)

Complete ratings and technical data on all 1939 models will appear in an early issue of *CU Reports*.

Hupmobile

THE Hupmobile is not on the market as we go to press but the large Hupmobile 6 and 8 of 1938 are being continued at reduced prices. In the new model the 6-cylinder engine, as well as a 4-cylinder, are to be placed in a chassis carrying a body made with dies purchased from Cord. Weight of the latter model is favorably reduced, but body space is limited.

Hudson

THE Hudson 112, introduced last Winter into the low-priced field, is continued with slightly increased power. Last year's Terraplane is now called the Hudson 6; the Hudson Country Club series, 122-inch wheelbase, carries either a 6-cylinder, 101-HP engine or an 8 of 122 HP. Foamed latex upholstery—a decided improvement in comfort—is standard on the Country Club series, and optional on others at extra cost. Another new Hudson feature is a stabilizer which keeps the car on a straight path in side winds. The "Electric Hand" is offered at extra cost, but an adequate under-wheel shift is standard.

Nash

THE power of the Lafayette has been increased by the use of a dual carburetor. Nash Ambassador 6 and 8 have only minor mechanical changes, including larger rear shock absorbers. Wider bodies are used, with a slight increase in visibility. The overdrive offered as an extra is not

of the "force-back" type. Water flow through the fresh-air heater is regulated in part by the temperature inside the car (the Weather Eye).

Packard

THE Packard 6 and Packard 8 both have an improved transmission and other minor mechanical changes. A fifth shock absorber in the rear suspension control improves roadability. These cars (together with Studebaker) take the fullest possible advantage of the "force-back" overdrive in planning engine output and rear-axle ratio. For best results they should be purchased with the overdrive (\$61 extra). Packard bodies are essentially the same as last year; vision is still comparatively good.

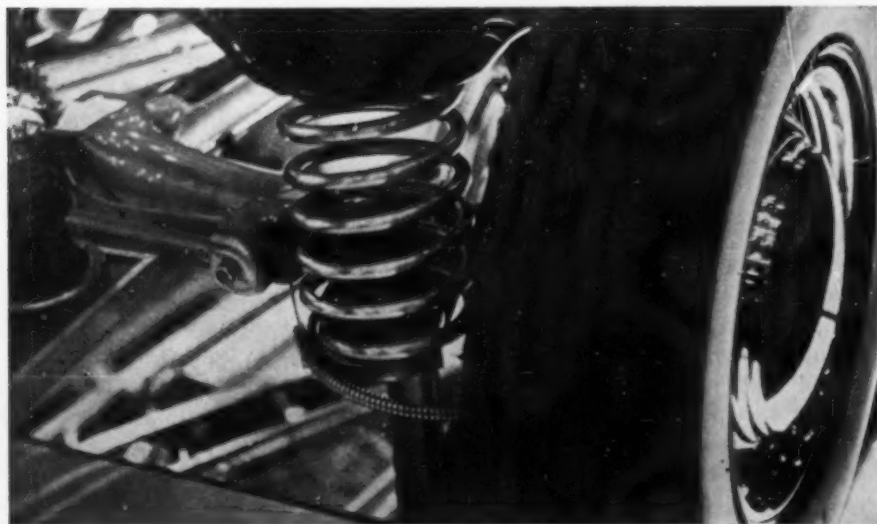
Studebaker

CONTINUED with minor mechanical changes, an under-the-seat fresh-air heating unit, and the "force-back" overdrive (approximately \$50 extra). Like the Packard the Commander 6 and the President 8 take the fullest possible advantage of this feature. Studebaker visibility is still limited.

Willys

THE 48-HP Willys is continued practically unchanged. A 2-door sedan model was added during 1938.

The Overland name is placed on a modernized Willys, which carries a new sheet metal; a thoroughly redesigned 4-cylinder engine; hydraulic brakes; minor chassis changes; the same body and a higher price.



OLDSMOBILE AND BUICK

... use this rear coil spring suspension

Factory Delivered Prices

MAKE AND MODEL	1938 PRICE (CHEAPEST 4-DOOR SEDAN)	1938 PRICE	CHANGE FROM 1937 TO 1938
	\$	\$	\$
Bantam (coupe) ..	399	new
Willys	560	563	-3
Overland			
Speedway	601	new
Ford 60	669	707	-38
Chevrolet Master ..	689	730	-41
Ford 85 Standard	709	733	-23
Plymouth			
Roadking	726	730	-4
Chevrolet			
Master DeLuxe ..	745	796	-51
Ford 85 DeLuxe ..	769	795	-26
Plymouth DeLuxe	791	803	-12
Hudson 112	806	755	+51
Nash Lafayette ..	840	850	-10
Dodge Special 6 ..	855	898	-43
Pontiac Quality 6	866	new
Oldsmobile 6 60 ..	889	new
Hupmobile			
Skylark R	895	new
Hudson 6	898	864	+34
Pontiac DeLuxe 6	922	916	+6
Oldsmobile 6 70	952	967	-15
Mercury	934	new
Studebaker Com- mander 6	965	965	0
Graham Special 6	965	1,065	-100
DeSoto DeLuxe 6	970	958	+12
Pontiac DeLuxe 8	970	980	-10
Nash Ambas- sador 6	985	1,050	-65
Hupmobile 6 E ..	995	1,045	-50
Hudson			
Country Club 6	995	984	+11
Buick 40	996	1,022	-26
Chrysler Royal 6 ..	1,010	998	+12
Oldsmobile 8 80 ..	1,043	1,078	-35
Hudson			
Country Club 8	1,079	1,060	+19
Graham			
Supercharger ..	1,095	1,290	-195
Packard 6	1,095	1,075	+20
Studebaker			
President 8	1,110	1,205	-95
Hupmobile 8 H ..	1,145	1,325	-180
Chrysler			
Imperial 8	1,198	1,198	0
Nash			
Ambassador 8 ..	1,235	1,200	+35
Buick 60	1,246	1,272	-26
Packard 8 120 ..	1,295	1,325	-30
LaSalle	1,320	1,380	-60
Lincoln Zephyr ..	1,398	1,409	-11

When You Buy a Fountain Pen

*... you needn't pay more than \$3 for it, but
be sure you know what to look for. Herewith
some buying hints and ratings of 25 models*

YOU may, if you like, spend up to \$10 for a fancy, gold-trimmed fountain pen—but \$2.50 to \$3 is enough to buy you the best in writing quality and durability. And if you are Christmas shopping for a youngster who will probably lose his gift in short order, you might remember that a 25¢ pen will give satisfactory service for several months.

Although fountain pens below \$1 are now generally provided with an inner cap and made of somewhat better materials than they used to be, CU's tests of all major brands revealed no important improvements since our last complete report in 1936—and few of the minor alterations in design which were noted contributed anything to writing quality or durability.

A good pen is still one with a simple but reliable ink-filling mechanism; a dependable "feed"; a smooth, durable writing point and an ink capacity which is adequate but not so large that it will be conducive to leakage.

The manufacturing cost of a pen is determined chiefly by the following factors: (1) the amount of gold and the quality of iridium in the point; (2) the kind of material used in the barrel and cap; (3) the amount of gold in the trimming; (4) workmanship. Direct labor costs are being reduced more and more through the use of automatic machinery, and the quantity of gold in pen points has been slightly reduced—possibly because of the increase in the price of gold.

The Pen Point

PEN points are usually made of 10k. to 14k. gold, although some manufacturers use 10k., which lacks flexibility and frequently splits or cracks. If the point is 14k. it is always stamped as such. Points advertised as

solid gold, but carrying no statement of gold content, are usually 10k. to 12k. Gold-plated points have a steel or brass base.

Gold points are tipped with iridium or hard alloy metals to provide a durable writing tip. In ordinary use good iridium should stand a lifetime of wear, but many supposedly iridium tips are quite soft; they wear quickly and soon begin to scratch. The metal added to the "iridium-tipped" gold-plated or steel pens sold in the 5-&-10-cent stores bears in most cases, only the faintest resemblance to iridium.

Steel-pointed fountain pens are poor buys at more than 15¢ to 25¢. Most of them use stainless steel which has a "film" that resists the flow of ink when the pen is new. Although most of these pens are sold as noncorrosive, they all do corrode, and corrosion of the steel may entirely stop the flow of ink and make the pen quite worthless.

Both gold-plated points and plain stainless steel points have been reinforced by ordinary dentation (bending the material toward the writing surface); by folding or bending the tip and thereby doubling the thickness of the material; or by soldering additional material to the point. The last is by far the costliest operation and gives the most durable point when good grade iridium is used. While reinforcement of this sort will not slow up the corrosive action on steel points it will eliminate scratching for quite some time and will improve ease of writing.

A good pen should write smoothly with no scratching and with an even flow of ink. Its point should be properly "set," and should fit closely against the hard rubber "feed"; and the two legs of the point should not cross or spread apart.

Celluloid is commonly used for pen barrels and caps. The "section" (in which the pen point and feed are in-

serted) and the feed are usually made of hard rubber. But in certain cheaper pens the section is made of celluloid (which shrinks, making it hard or impossible to remove the pen point) or is simply a continuation of the celluloid barrel.

The cap of a fountain pen should always be provided with an inner cap, which should fit snugly against the shoulder of the section when the cap is screwed down over the point. Such an inner cap will keep the pen point from drying out and insure instant feeding of the ink. The cap should be easy to remove and should fit so closely on the end of the barrel that it won't fall off when the pen is in use.

Sac and Capacity

THE most common type of filling device is a sac filler operated by a lever on the side of the barrel. Other types are the so-called "sacless" pens, which have a small sac at the end of the barrel; the inverted-sac type; and the plunger type. In all types the ink is drawn in by the creation of a partial vacuum in the sac or barrel. In an effective vacuum, all connections and joints should, of course, be airtight, and sacs should be glued to the section. (In cheaply made pens, sacs are held on only by their own elasticity.) Plunger-type pens are more apt to leak air, because their seams work open and the plunger-packing deteriorates where it comes into contact with the ink.

The quality of the rubber in the sac is very important. Good, strong rubber sacs fill more quickly than those with thin walls; sac of poor rubber lose their resilience quickly and do not fill completely; sacs of very poor rubber stick after a short time and do not fill at all.

To save yourself the annoyance of too frequent refillings, look for a pen with a capacity of about 1.5 cc—and it won't necessarily be a large pen. Unfortunately, however, even with a pen whose ink capacity is adequate you may not be safe from continual refillings—for many pens with large sacs fill only partially because the filling device is improperly designed.

Be sure to test the writing qualities of the pen you buy *by writing with it*. (CU members who want more detailed

instructions on how to select a pen will find them in the 1938 *Buying Guide*.)

Care of the Pen

KEEP the pen point and feed free of all accumulations of dried ink; be particularly careful to remove all the old ink when you change to another brand; and never fill a pen with different kinds of ink. (They may interact chemically and form a sediment which will clog up the pen.) Just before you fill the pen it is a good idea to wash the point and flush the sac thoroughly with cold water.

Almost all pens—good and bad—begin to flood or leak when the ink reaches a low level, but a pen with large ink capacity will also generally have a high flooding point—that is, it will begin to leak when there is still considerable ink left in the pen. Be especially careful, therefore, to refill a pen with a large ink capacity before the ink level runs too low.

Best Buys

Waterman's Junior (L. E. Waterman Co., Newark, N. J.). \$2.50. Ink capacity 1.5cc. Good grade iridium-tipped gold point. Pen point well set and adjusted. Good workmanship.

Sheaffer (W. A. Sheaffer Pen Co., Fort Madison, Iowa). \$2.75. Lever type. Ink capacity 1.5 cc. Gold point, good grade iridium-tipped. Available with either plunger or lever-type filler. Plunger type has larger ink capacity, but greater tendency to leak.

Waterman's Ideal No. 3. \$3. Gold point. Ink capacity 1.6 cc. An exceptionally smooth-writing pen.

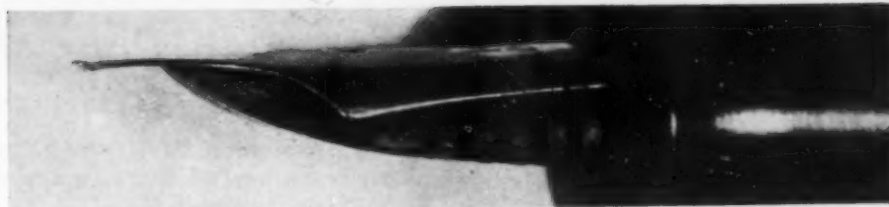
Also Acceptable

(In estimated order of merit)

Waterman's Ideal No. 32A. \$3. Ink capacity 1.4 cc. Good grade iridium-tipped gold point. Well-made, smooth-writing pen.

Wahl Eversharp Oxford (The Wahl Co., Chicago). \$1.25. Ink capacity low, 1.1 cc. 14k. gold point. Fair grade iridium tip.

Parco (Parker Pen Co., Janesville, Wis.). \$1.25. Ink capacity 1.5 cc. 14k. gold point. Fair quality iridium



1. INDENTED TIP

Least durable . . . least smooth



2. BENT-OVER TIP

Better than 1, not so good as 3 or 4



3. "IRIDIUM" TIPPED

May wear quickly and scratch soon



4. IRIDIUM TIPPED

Should stand a lifetime of wear

tip. A smooth-writing pen but showed some tendency to leak.

Parker Challenger (Parker Pen Co.). \$2.75. Ink capacity low, 1 cc. 14k. gold point. Fair grade iridium tip. Except for low ink capacity, pen is well made.

Waterman's Vacuum Fill. \$5. Ink capacity 2.8 cc. Gold point with good iridium tip. Fills slowly. Some tendency to leak ink.

Parker Vacumatic. \$5. Ink capacity 2.7 cc. Gold point. Good grade iridium tip. Pen point well set and smooth writing.

Carter Ink (Carter Ink Co., Boston). \$2.50. Ink capacity 1.5 cc. 14k. gold

point. Not well made. Fair quality iridium tip. Some tendency to leak.

Wahl Eversharp. \$3.50. Ink capacity low, 1.2 cc. Gold point. Fair quality iridium tip. Ink capacity low for size of pen. Slight tendency to leak.

Penco (J. C. Penney Co. stores). 50¢. Ink capacity 1.4 cc. Gold-plated pen point. Fair quality iridium tip. Good value for price.

Esterbrook (Esterbrook Pen Co., Camden, N. J.). \$1. Ink capacity 1.4 cc. Stainless steel point with tip bent over for reinforcement. Will feed ink somewhat less satisfactorily than gold-plated steel point as the adhesive qualities of steel for ink

are less than those of gold. This much should be said for the pen—points are offered in several degrees of flexibility at 25¢ each and are always replaceable. Steel pens can be given a flexibility not possible with gold. The higher-priced \$1.50 pen of somewhat better materials it not worth the additional cost. Osmiridium-tipped refill is offered which compares unfavorably with second-grade iridium; very soft.

Wearever Iridium Tip (distrib. by Woolworth's and other 5-&10-cent stores). 25¢. Ink capacity 1.4 cc. Gold-plated pen with poor quality iridium tip. Only fair writing quality. Select with care.

Kreco (S. H. Kress & Co.). 25¢. Ink capacity low, 1.1 cc. Gold-plated point. Reinforced tip.

Fifth Avenue (Woolworth's). 29¢. Ink capacity low, 0.9 cc. Gold-plated point. Reinforced tip.

Wasp Clipper (Wasp Pen Co., subsidiary of Sheaffer Pen Co.). \$1.95 (sold by Cooperative Distributors, NYC for \$1.65). Ink capacity low, 0.7 cc. Gold point. Fair quality iridium tip. Only fair construction.

Ink-D-Cator (Inkograph Co., NYC). \$1. Ink capacity 1.5 cc. Gold-plated pen point. Very similar to the *Wallace* pen sold through some Woolworth stores for 30¢.

Ink-D-Cator. \$2. Ink capacity low, 1.2 cc. Poor grade iridium-tipped 14k. gold pen point. Workmanship poor for this type pen.

Not Acceptable

Wearever (W. T. Grant stores). 59¢. Ink capacity 1.4 cc.

Vis-O-Pen (Aiken-Lambert Co., subsidiary of L. E. Waterman Co.). \$1. Ink capacity 1.4 cc. Gold-plated steel point. Poor grade iridium tip.

Wearever Small Size (distrib. by S. S. Kresge stores). 20¢. Very low ink capacity, 0.5 cc.

Onward (F. & W. Grand stores). 25¢. Very low ink capacity, 0.7 cc. Point not reinforced.

Varsity (Walgreen drugstores). 50¢. Very low ink capacity, 0.5 cc. Gold-plated steel point.

Inkograph (Inkograph Co.). \$1.39. Tubular point construction not recommended for general writing purposes. Ink flow irregular. Difficult to keep clean.

Fountain Pens — Some Labor Notes

THE American fountain pen industry had a total of 3,099 employees in 1933, the last year for which government figures are available.¹ The value of the industry's products in that year was \$11,598,000, a sharp slump from the \$34,211,000 of 1929. Total wages paid in 1933 came to \$2,341,000 (the 1929 total was \$5,304,000). As 1933 was a year of acute depression it seems safe to assume that the industry's figures have by now moved up all along the line.

Though the CIO and the AFL both have unions in the fountain pen field, neither has yet established international unions linking their various locals through a central office. CU has received much of its labor information through a member of the Pen and Pencil Workers Provisional Organizing Committee (CIO), as well as from the manufacturers.

Carter. Labor representatives inform us that, to the best of their knowledge, this plant is unorganized and pays sweatshop wages. The company has not answered CU's request for labor information.

Esterbrook. The company informs us that its 342 employees have an independent union. The Pen and Pencil Workers Committee member, however, classifies this company in the same category as *Carter*. The company states that the minimum weekly wage for girls is \$14, for boys, \$16; average weekly wage for the week ending November 1, 1938 was \$22.15; the standard work week is 40 hours; employees receive time-and-a-half for overtime after 44 hours.

Inkograph. Conditions are reported to be the same as at *Carter*.

Kreco. Conditions are reported to be the same as at *Carter*. S. H. Kress & Co. state that they "are not manufacturers nor do we own nor have an interest in any factory or plant."

Parker Challenger. The Parker Pen Co. is organized by the Pen and Pencil Workers Union, Local No. 19593, and the International Ass'n

of Machinists, Local No. 1266, both AFL. These unions are operating on a closed shop basis. The company states that it employs 800 people in its "home office." Minimum weekly wages are \$24 for males and \$16 for females. The weekly male average is reported as \$32, female, \$20. It is not stated whether these average wages cover salaried office workers, supervisory employees or executives.

Sheaffer & Wasp. The Pen and Pencil Workers Committee member states that the W. A. Sheaffer Pen Co. "pays the poorest wage, is absolutely opposed to unionization." The company informs us that it had an average number of 1,087 employees during the current year; that a five-day week is maintained and employees receive time-and-a-half for all time over eight hours worked in any day, or 40 hours in any week. The company did not supply figures on minimum and average wages.

Vis-O-Pen. The Waterman Fountain Pen Unit states that this pen is assembled from parts made in non-union shops. The Waterman Co. has informed the union that they plan to discontinue the manufacture of this pen as soon as their contract for parts expires.

Wahl Eversharp. The Wahl Co., makers of these pens, inform us that many of their workers belong to Local 18318, Pen Makers Union, AFL. The minimum weekly wage is \$16. Employees have a 40-hour week and receive time-and-a-half for overtime.

Waterman's Ideal. All Waterman products, save the *Vis-O-Pen*, are 100% union-made by the Waterman Fountain Pen Unit, Local 134, of the United Rubber Workers of America, CIO. The contract provides that all new employees must join the union within four weeks after being hired. An \$18 minimum wage, 40-hour week and time-and-a-half for overtime are provided.

The company informs us that the average number of factory employees during the first 10 months of the year was 367. Average earnings of all factory employees during this period was 64.85¢ per hour.

¹These figures, from the *Statistical Abstract of the U.S., 1936*, cover "pens, fountain and stylographic; pen points, gold, steel and brass."

Marmalades, Jams & Preserves

What they are made of and why no commercial brand tastes much like the homemade product. With ratings of leading brands

PROBABLY the kindest thing to be said of commercial jams and marmalades is that they do not tend to impair the morals of minors. What lures the children into the jam closets is honest, homemade flavors and few of the brands of orange marmalade, strawberry preserve and raspberry jam tested by CU managed to duplicate a flavor really calculated to tempt anyone to crime.

Almost none of the brands caught a fresh fruit taste; most of them were too sweet and too sticky. Some of these flavor deficiencies can be attributed to the use of canned or frozen, rather than fresh, fruit. Others were due to numerous violations of the federal standard which—already too liberal—allows 55 pounds of sugar for every 45 pounds of fruit.

Orange Marmalade

THERE are two distinct types of orange marmalade sold in this country. The sweet kind is made from either Florida or California oranges; bitter marmalade is made generally in England, from oranges grown in Spain.

The names "bitter" and "sweet" are designations of type rather than of degree of sweetness. Both marmalades are actually very sweet, but those made from Spanish oranges leave a bitter aftertaste. Manufacturers of both types use, not fresh oranges, but shredded orange peel shipped to them in sealed cans.

Here are the ingredients for a typical batch of about 300 pounds of sweet marmalade:

1 five-gallon tin shredded orange peel.

3 five-gallon tins marmalade clear base.

200 pounds cane sugar.

The shredded orange peel—which can be prepared from any kind of orange—is first cooked and then dried by the packer, and then sealed

into tins. Provided that the source of the coloring is the artificially colored orange peel itself, no declaration of artificial coloring need be made later on the label.

The marmalade clear base in the formula above consists of orange juice, added pectin, and added citric acid. The pectin gives the juice a jellylike consistency; citric acid is the acid normally found in oranges, and the added amount gives the marmalade a stronger acid flavor.

The manufacturer pays about \$3 for a tin of shredded peel (the price varies according to the cut—the finer the

shred, the more it costs) and about \$1.80 for a tin of the clear base. Exclusive of bottles, the ingredients of a pound of marmalade therefore cost the manufacturer about 6¢. He can, and often does, make a small saving by using a semirefined sugar syrup instead of granulated sugar.

In the case of bitter marmalade, the cans as they come to the manufacturer are so packed that they contain both peels and juice, in correct proportions; all the manufacturer needs to do is add the required amount of sugar, and cook the mixture to the proper thickness.

PEOPLE generally eat marmalade not because of the calories it yields or the vitamins it contains (see below) but because of the way it tastes. CU, therefore, regarded flavor as the most important factor in rating the marmalades included in this test. So far as possible, the factor of sweetness was ruled out in judgments of taste, and was determined separately in terms of



YOUR CHILD WON'T STEAL

... the commercial jams; they haven't the homemade flavor that makes little boys go wrong.

sugar content. Only those marmalades which possessed a true fruit flavor—the taste of both the fresh fruit juice and the rind—were considered satisfactory in flavor.

The consistency of a marmalade is determined by the comparative amounts of juice and rind which it contains; by the amount of white, tasteless underpeel in the rind; and by the size of the pieces in the finished product. The texture of the juicy part of the marmalade should be jelly-like and clear, should never be thin or gummy.

The color of both the orange peel and the jelly should be characteristic and bright, and the jelly should be translucent. Although color means less than it would if the oranges could not be artificially colored, it is important to remember that poor color is an indication of overcooking or careless treatment.

The amount of vitamin C in each marmalade was not considered in making the ratings, but it does have some bearing on quality. A large amount shows that the manufacturer was generous with his ingredients. For the quantity of vitamin C is largely dependent upon the amount of orange juice (or clear base) present; if much of the flavor and consistency of the marmalade were obtained through the use of citric acid and pectin the amount of vitamin C would be small, even though the flavor might be fairly satisfactory. (About 50 International units of vitamin C per ounce of marmalade is considered the acceptable minimum—there are approximately 350 units usually found in an ounce of orange juice.)

Strawberry Preserves

PRESERVES, as contrasted with jams, are cooked mixtures of fruit and sugar, in which the fruit is not broken up, but remains in recognizable shape. Some fruits are difficult to put up as preserves because they have a tendency to crush readily when they are cooked. Strawberries, however, have no marked tendency in this direction and there is consequently small excuse for the fact that of the 12 brands tested by CU, six, which were labeled "preserve," contained fruit so crushed that the consistency of the mixture was jam-like.

The Food & Drug Administration

requires that for every 55 pounds of sugar in a preserve mixture, there should be at least 45 pounds of fruit. And of course, other things being equal, the preserve will be improved by a high proportion of fruit to sugar. In many of the brands tested, this proportion was found to be entirely too low.

Apparently manufacturers can forget that their goods are liable to seizure by the F&DA, but simply cannot forget that sugar is cheaper than fruit, that it makes fruits easier to preserve, and that it hides a multitude of taste defects.

Outstandingly good among the strawberry preserves tested was *Schraft's*. *Schraft's* price, too, was outstanding—from two to three-and-a-half times that of the other brands. "Best Buy," if you don't mind the fact that it is a jam, rather than a preserve, is *Ann Page*.

Raspberry Jams or Preserves

RASPBERRIES are much more delicate than strawberries, and are therefore much harder to put up as preserves. For this reason, whatever their label, raspberries are generally crushed and appear on the market as jams. Of the 14 brands tested, 10 were mislabeled as preserves.

In general, raspberry jams, like strawberry preserves, are far too high in sugar and too low in fruit content. In one case—the imported *Chivers'* jam—the fruit content was as low as 32 pounds to every 55 pounds of sugar in the starting batch. In the finished product the actual percentage of sugar is much higher than this, since a batch that starts off as 45 pounds of fruit and 55 pounds of sugar, ends up after cooking with a total weight of only 85 to 90 pounds—of which 55 pounds still stand as sugar.

Acme, although its price is certainly rather high, is outstanding insofar as quality is concerned.

Note

ALL bitter marmalade is made of Spanish oranges and CU has been informed by the Spanish Consulate in New York City that all of these oranges come from rebel territory.

Sweet Orange Marmalades

Unless otherwise indicated, the vitamin C content is approximately 50 units

Fair Quality

Sunbeam (Austin Nichols & Co., NYC). 2-lb. jar, 29¢; cost per lb., 15¢. High vitamin C content. Flavor and color good; consistency poor and too sweet, but highest quality of those tested.

Anna Myer's (Mrs. Anna Myers Pure Food Products, Newark, N. J.). 1-lb. jar, 19¢. Very low vitamin C content. Flavor good; color fair; consistency poor; too sweet.

Tea Garden (Tea Garden Products Co., San Francisco). 1-lb. jar, 25¢. Low vitamin C content. Flavor good; color fair; consistency poor; too sweet.

S&W (Sussman, Wormser & Co., San Francisco). 8-oz. jar, 19¢; cost per lb., 38¢. Color and consistency good; flavor fair; too sweet.

Poor Quality

M. Polaner's (distributed by F. W. Woolworth stores). 1-lb. jar, 20¢. Very low vitamin C content. Color good; consistency poor; flavor only fair; too sweet.

Ann Page (A&P, NYC). 1-lb. jar, 17¢. Consistency and flavor fair; color poor; too sweet.

Blue Bell (Senn Products Corp., Brooklyn). 12-oz. jar, 10¢; cost per lb. 13¢. Low vitamin C content. Color and consistency good; flavor poor; too sweet.

Krasdale (A. Krasne, NYC). 1-lb. jar, 19¢. Very low vitamin C content. Color and consistency good; flavor poor; too sweet.

Schraft's (Frank G. Shattuck Co., NYC). 11-oz. jar, 35¢; cost per lb., 51¢. Color good; flavor and consistency poor. Extremely high price.

Baron's (H. Baron & Co., Brooklyn). 4-lb. jar, 69¢; cost per lb., 17¢. Low vitamin C content. Flavor and consistency poor; color only fair.

Bitter Orange Marmalades

Good Quality

Macy's Lily White (R. H. Macy & Co., NYC). 1-lb. jar, 24¢. Generally excellent characteristics, but too sweet and low in vitamin C content.

Fair Quality

Chivers' (Chivers & Sons, Ltd., Histon, Cambridge, England). 1-lb. jar, 23¢. Flavor only fair; too sweet.

Hartley's (Wm. P. Hartley, London, England). 1-lb. jar, 27¢. Flavor only fair; too sweet.

Crosse & Blackwell (Crosse & Blackwell, NYC). 1-lb. jar, 29¢. Very low vitamin C content. Color and flavor only fair; too sweet.

Poor Quality

York House (imported by R. H. Macy & Co.). 1-lb. jar, 24¢; flavor poor; too sweet.

Strawberry Preserves

Good Quality

Schraft's (Frank G. Shattuck Co., NYC). 12-oz. jar, 50¢; cost per lb. 67¢. High fruit content; color and flavor good; consistency fair. Extremely high price.

Ann Page¹ (A&P, NYC). 1-lb. jar, 20¢. High fruit content; color and flavor good. "Best Buy," but note that it is a jam, not a preserve.

White Rose (Seeman Bros., NYC). 1-lb. jar, 25¢. High fruit content; consistency and flavor good; color poor.

Fair Quality

S&W¹ (Sussman, Wormser & Co., San Francisco). 1-lb. jar, 29¢. High fruit content; flavor good; color poor.

Premier¹ (Frances H. Leggett & Co., NYC). 12-oz. jar, 21¢; cost per lb., 28¢. High fruit content; flavor good; color poor.

Crosse & Blackwell (Crosse & Blackwell, NYC). 1-lb. jar, 29¢. Substandard fruit content; flavor and color good; consistency only fair.

Poor Quality

Flower Garden¹ (Sambo Dairy Products, Brooklyn). 1-lb. jar, 20¢. Flavor fair; color and consistency poor.

Baron's (H. Baron & Co., Brooklyn). 4-lb. jar, 69¢; cost per lb., 17¢. Substandard fruit content; consistency poor.

Tea Garden¹ (Tea Garden Products Co., San Francisco). 1-lb. jar, 29¢. Color and flavor only fair.

M. Polaner's (distributed by F. W. Woolworth stores). 1-lb. jar, 20¢. Substandard fruit content; consistency poor.

Acme¹ (Senn Products Corp., Brooklyn). 10-oz. jar, 19¢; cost per lb., 30¢. Substandard fruit content; flavor fair.

Krasdale (A. Krasne, NYC). 1-lb. jar, 21¢. Substandard fruit content; flavor poor.

Strawberry Jams

(See also jams listed under "Strawberry Preserves")

Fair Quality

Anna Myer's (Mrs. Anna Myer's Pure Fruit Products, Newark, N. J.). 2-lb. jar, 35¢; cost per lb., 18¢. High fruit content; flavor good; color poor.

Poor Quality

Chivers' (Chivers & Sons, Ltd., Histon, Cambridge, England). 1-lb. jar, 39¢. Flavor fair; color poor.

York House (imported by R. H. Macy & Co., NYC). 1-lb. jar, 37¢. Flavor fair; color poor.

Macy's Lily White (R. H. Macy & Co., NYC). 1-lb. jar, 24¢. Substandard fruit content; flavor fair.

¹Labeled strawberry preserves; actually jams.

²Products labeled preserves; actually raspberry jam.

Raspberry Jams or Preserves

Good Quality

Acme² (Senn Products Corp., Brooklyn). 10-oz. jar, 19¢; cost per lb., 30¢. High fruit content; color, consistency and flavor good.

Crosse & Blackwell² (Crosse & Blackwell, Baltimore). 1-lb. jar, 29¢. Consistency and flavor good; color excellent.

White Rose² (Seeman Bros., NYC). 1-lb. jar, 25¢. High fruit content; color, consistency and flavor good.

Ann Page² (A&P, NYC). 1-lb. jar, 19¢. Color poor, otherwise good.

Fair Quality

S&W² (Sussman, Wormser & Co., San Francisco). 8-oz. jar, 19¢; cost per lb., 38¢. High fruit content; color and flavor only fair.

Baron's² (H. Baron & Co., Brooklyn). 4-lb. jar, 69¢; cost per lb., 17¢. Flavor only fair.

M. Polaner's² (distributed by F. W. Woolworth stores). 1-lb. jar, 20¢. Flavor only fair.

Tea Garden² (Tea Garden Products Co., San Francisco). 1-lb. jar, 29¢. High fruit content; color poor; flavor fair.

Poor Quality

Krasdale² (A. Krasne, NYC). 1-lb. jar, 21¢. Substandard fruit content.

Macy's Lily White (R. H. Macy & Co., NYC). 1-lb. jar, 24¢. Flavor poor.

Anna Myer's (Mrs. Anna Myer's Pure Food Products, Newark, N. J.). 2-lb. jar, 35¢; cost per lb., 18¢. Poor color and flavor.

York House (imported by R. H. Macy & Co., NYC). 1-lb. jar, 33¢. Substandard fruit content; flavor poor; color fair.

Flower Garden² (Sambo Dairy Products, Brooklyn). 1-lb. jar, 20¢. Substandard fruit content; color, flavor and consistency poor.

Chivers' (Chivers & Sons, Ltd., Histon, Cambridge, England). 1-lb. jar, 34¢. Substandard fruit content; color fair; flavor poor.

Consumers Must Boycott Nazi Goods

An appeal to all CU members to take up the boycott as a protest against Nazi violence and as a means of putting a stop to it

CONSUMERS have an obligation to see clearly.

With their purchasing power they help determine their own standards of living. If they buy intelligently they protect life values of health and material well-being. As they select goods and services wisely they underwrite the cultural values of workmanship, honesty and integrity. As they decide, so are the wells of production cleared or poisoned, science and the arts reinforced and devoted to human need or broken down and bent to destroy.

Consumers Union has been organized to further clarification on the part of consumers. It must focus the white light of fact-finding upon every purse-snatcher following the housewife into the store; upon every falsifier spreading misinformation over any label; upon every get-rich-quick adventurer utilizing our highly developed scientific inventions to ruin the cultural value of the radio, to destroy the news in the newspapers, to suborn the schools and the forum, to wage war upon those who produce the goods, till the soil, and perform the essential services by which we live and work and dream.

Therefore Consumers Union has no alternative but to advise its members to quicken their embargo on German-made goods. Not only not to buy, but to activize all their friends and acquaintances so that they will not buy, will not support by their purchases in any manner, shape or form, the Nazi regime.

CONSIDER the essential facts: the German people are caught in the iron-fisted grip of the most ruthless and completely reactionary minority known to modern times. In Germany standards of living are falling, farmers have been fastened to the soil as serfs were in the Middle Ages, and labor has been almost literally bound in chains to the employer.

Cooperatives have been "coordi-

by **ROBERT A. BRADY**

Vice-president of Consumers Union

Associate Professor of Economics at the University of California, author of "The Spirit and Structure of German Fascism."

nated"—that is, gutted of their co-operative features. Labor unions have been destroyed root and branch. Free speech, free assembly, free organization have been abrogated. There are no elections; no man possesses any "constitutional rights"; who "stands before the law" cowers before court martial procedure in all criminal and civil affairs.

Whoever buys German-made goods necessarily supports the Nazi regime, and helps to rivet ever more tightly the chains that bind the German people to their unhappy state. The Nazi government controls all foreign trade, all imports and exports, and by its own statements—not here and there, but in literally thousands of citations from the highest sources—all activities abroad are directed to enhancement of the foreign political, economic and military power of Germany.

And what does this power abroad

mean? Precisely this: for all foreign peoples just what it means for the German people—enslavement to the main chance.

Consider what has happened to the Jews, to both Catholic and Protestant faiths, to Czechoslovakia, to Austria, and to Spain. Here is the old *Drang nach Osten* of pre-war Imperial Germany, but now wedded to race hatred, fused with feudal law, allied to virulent anti-labor espionage and the industrial straight-jacket, bracketed with war and the bombing of helpless and innocent populations, coordinated to a viewpoint which is contemptuous of the entirety of democratic institutions, pivoted on the idea of an hereditary "elite" which is beyond all codes, all conventions, and all concepts of good and evil.

This is not invective. The Nazis do not hide their curious light under a bushel. They are not ashamed, but proud of these things. Read Kolnai's "The War Against the West" where a mass of quotations from original sources highlight the story so that even the most doubtful must finally believe that this thing is as beyond exaggeration, as fully monstrous as these words imply.

RIGHT now is a critical point in world history. As the Nazis go, so will fascism go in the Mediterranean, the Japanese in the Orient, and reactionary forces the world over. Hitler's difficulties in Ruthenia but forecast the entanglements that lie ahead of his foreign policy of force and frightfulness. By all indications the newly acquired territory—particularly Austria—is seething with unrest. Walkouts, hunger strikes and sabotage are continually being reported by eyewitnesses from all sections of Germany.

Neither internally nor externally can the Nazi regime come to rest. It must forever score "successes." Always it must conquer; continuously it must subdue; perpetually and with ever-



"MADE IN GERMANY"

mounting daring it must exploit, rend, destroy whatever lies in its path. Lacking terrors, it must invent them. The more helpless the victim, the more frightful the method. The more peace in the world, the shriller and more strident the bugle sound.

The Nazis can be stopped because terror cannot last. The Fascist system is brittle because it does not and cannot inspire enduring loyalties. It rests on fear and force, and when these are gone, it has not substance to keep it from breaking to pieces in the sands of universal distrust. That is why no crime is so great as to attempt to "pacify," to make "concessions," as Chamberlain and Daladier have done.

For to "concede" in any manner, shape, or form is but to feed the lion who would destroy you. Munich has demonstrated that fact beyond doubt.

Every dollar, every penny spent on German-made goods is a *Ja* vote for the Nazis. Every purchase promotes Nazi expansion into the Danube Valley, eases the road into Latin America, helps the dumping of goods into the United States—goods produced by driving the masses of the German people down to the bitter brink.

Every transaction adds another link in the chain that binds the German worker and the German farmer to a libertyless, freedomless, choiceless servile level. Every package substitutes "cannon for butter," not only for the German housewife, but also for the rest of the world—a world which will soon be caught in the swift downward spiral of war, destruction, fanaticism and madness which Nazi "successes" mean—*unless something is done.*

Parades, protests and the written word help. But the sinews of war are economic.

At all costs we must be clear.

AND clarity leaves us no choice: we must completely and finally boycott all German goods. No other reality of the present is so important, so insistent as this. *And no other resolve so imperative as that we determine there shall not be given from this land a single penny of tribute to Nazi terror.*

This can be the consumer's great contribution to history. This can be a portion of his answer to Fonda's question, "Where is the conscience of the world?"

IT MUST BE DONE!

Boycott: Support

To a number of people prominent in American life CU wrote for statements on its appeal for a boycott of Nazi goods. Excerpts from a few of the many statements received follow:

From Congressman John M. Coffee:

"... It is consistent with American tradition and fortified by diplomatic precedent that we should embargo importations of German-made goods. Consumers Union deserves credit for fostering such a humanitarian and liberal program."

From William Green, President AFL:

"I have called upon every organization affiliated with the American Federation of Labor and every man and woman in the labor movement to make the boycott of German goods effective. I now address the same appeal to all American consumers. . . ."

From Governor-elect Culbert L. Olson of California:

"I feel that the time has arrived when America must take action against Germany's rulers that they will understand and to which they will respond."

From William Marias Malisoff, Editor, Philosophy of Science:

"It is easy to boycott the drivel which calls itself Nazi science and philosophy but we must reach them by refusing their material goods. Every intelligent consumer can also influence many fellow consumers to urge a government embargo because all consumer interests are identical. A firm stand for decency now will save us endless regrets later on."

From Melvin Douglas, actor:

"It is to be hoped that the continued boycott of German goods will be a nail in the coffin of German aggression."

From Lewis Merrill, President of the United Office and Professional Workers, CIO:

"Continued trade and diplomatic relations with German Government are a challenge to our conception of civilization and a threat to the interests of the American people. . . . We . . . wholeheartedly support the efforts of Consumers Union."

From Robert S. Lynd, author ("Middletown in Transition"); member of faculty of Columbia University:

"The very least that any person of conscience can do in the face of present and past Nazi persecutions of German minorities is to refuse to buy anything made in Germany."

From Max Radin, Professor of Law, University of California:

"The boycott of goods made in Germany is the only method by which the free people of the earth can make an effective protest against the continuing outrages of the Nazi government."

From Donald Ogden Stewart, humorist and scenarist; Gale Sondergaard, actress; Herbert Biberman, director:

"It is impossible for us to state too strongly our heart-felt support for both a consumer boycott and a government embargo on Nazi goods. We congratulate Consumers Union!"

Buying Guide for Boycotters

By a ruling of the Federal Trade Commission—and subsequent rulings of the Treasury Dep't—all goods made in Germany, Austria or the former Sudetan area of Czechoslovakia must be legibly marked on the *outside* with the words "Made in Germany."

CU members are urged to report any violation of any part of these regulations to the Federal Trade Commission in New York. A prison sentence and fine may be imposed on any person or persons found guilty of violations, or of collusion leading to violations.

Be especially alert for German-made goods when you buy *any* articles in the following list. The specific brands mentioned (source: the Joint Boycott Council) cover only a small part of the field.

Furs

Cutlery (particularly these brands: *Valley Forge, Silver Steel, Tree Brand, Dublin Duck, Twin Brand, Anchor Brand*)

Chinaware (particularly *Rosenthal* and *Black Knight*)

Pottery

Gloves (particularly *Wear Right* and *Well Known*)

Surgical instruments

Stationery and art supplies (particularly *Mar* and *Luna* stationery supplies, both manufactured by J. S. Staedler, Inc.)

Cameras (remember that several Eastman

models, including *Retina, Recomar* and *Bantam Special* are German-made).

Many "refugee" cameras are brought into this country by emigrants, who are forbidden to take money out of Germany—and they may often be bought at greatly reduced prices. The Joint Boycott Council, coordinating organization for the boycott of German goods, points out that regularly imported cameras are frequently sold fraudulently as "refugee" articles and it advises against the purchase of *any* German camera. CU must also remind its members that technically they are liable to a fine for the purchase of a refugee camera. Whoever wishes to buy one despite these risks can probably detect the true "refugee" article by the absence of a "Made in Germany" label and by the fact that the distance scale is calibrated in meters rather than in feet.

Consumer boycott has already made a sizable dent in German imports to this country. In 1931 they were 6% of our total imports (\$127,000,000 worth of goods) and in 1937 they were only 3% (\$92,000,000 worth of goods). The greatest reductions have been in furs and rayon gloves. The largest quantities of German-made goods are now found, according to the Joint Boycott Council, in the 5- & 10-cent stores of the nation—notably Kresge, Kress, Woolworth and W. T. Grant.

The Government Indicts

... the Chicago milk distributors—whose tactics have been a little rough and more than a little shady

EIGHTY years ago Gail Borden used a pushcart to deliver milk. The name Borden has been associated with milk ever since. But last month the association took on a meaning that Gail Borden could never have foreseen in the simple pushcart days. In Chicago, middle of the month, the Borden Co., along with 33 other corporations and 63 individuals, was charged in two Federal indictments with having violated the Sherman Antitrust Act in the Chicago area.

The setup in Chicago which led to the indictments is, briefly, as follows: A few powerful distributors have gained control of a large share of the total milk supply; two of them, the Borden Co. and the Bowman Dairy Co., sell practically 50% of all milk used in the city. The big distributors, with the aid of other groups, have thus been enabled to maintain rigid prices for milk and ice cream. By means of this price maintenance, they have been in a position to charge consumers a high price for a basic food and at the same time to pay the milk producers an extremely low price.

The two indictments—one charging conspiracy to fix prices and control the supply of fluid milk in the Chicago area, the other charging a conspiracy to restrain the sale and use of “counter freezers” with which retailers, small wholesalers, hospitals, schools and other institutions could make ice cream—are of paramount interest not only to citizens of Chicago but to consumers throughout the nation. For the situation in Chicago, far from being unique, is duplicated in many respects in numerous other metropolitan areas.

The investigation conducted in 1934-36 by the Federal Trade Commission revealed that not infrequently two companies control as much as 80% of the milk in a single market. In the New York metropolitan area, for example, the Borden Co. and Sheffield Farms Co. sell 76% of all milk dispensed at retail.

THE methods by which the big Chicago distributors have built up their enormous business and crushed their competitors are numerous and complicated. They have even employed gangster tactics in order to achieve their ends. To quote the report of Assistant Attorney General Thurman Arnold:

“... Instances have occurred where independents have been subjected to personal violence, their milk wagons overturned and destroyed, they or their employees beaten up, even their lives threatened, until they submitted to the demands of the organized industry. Similar tactics, including threats against customers and the prevention of the carrying on of business, were employed against the retailers who patronized the independents. . . .”

Since sanitary regulation of milk is universally regarded as operating solely in the interest of the consuming public, particular significance attaches to the fact that the nationally known president of the Chicago Board of Health, Dr. Herman N. Bundesen, is among the individuals named in the Federal indictment.

No farmer can send his milk into the Chicago market unless his farm has been inspected and found to meet certain requirements set up by the Board of Health. On its face, such a provision is reasonable and necessary. But the health authorities have sole discretion as to what farms they shall inspect.

Farmers in a certain area may comply with all sanitary regulations, yet the Board of Health can refuse even to inspect their farms and they are denied a market for their milk. The health regulations may be—and allegedly have been—used in this manner to keep the milk supply from exceeding a certain amount and thus to prevent any lowering of milk prices.

These methods, plus many others equally reprehensible, have been highly effective in eliminating competition and preventing new competition from entering the market. The result has been almost complete control by the big distributors of the price paid to farmers for their milk and the

prices charged to consumers—and it hardly needs saying that these prices are set in the interest of distributors.

A Dep't of Agriculture audit showed that in the five years ending in 1933, Chicago milk distributors made a net profit of 25.54% on their net plant investment. Wholesale prices of milk sold by farmers declined 50% in the same period. The Borden Co. showed a net income of \$7,921,489 after deduction of all taxes, for the year ending December 31, 1936. The National Dairy Products Corp.—one of the firms named in the indictment and parent concern of Sheffield Farms Co.—showed dividends from its subsidiaries of \$19,000,000 for the year 1936; after interest, Federal income taxes and other items were deducted the net income from subsidiaries was approximately \$13,700,000.

IT is very much to the point that the Dep't of Justice has selected the alleged conspiracy in Chicago as the basis for what promises to be one of the most extensive prosecutions ever undertaken under the antitrust laws. For the Borden Co. and the Bowman Dairy Co. have realized enormous profits at the expense of consumers, little businessmen and farmers alike.

The per capita consumption of milk in Chicago is lower than that required by present health standards because the low income families are not able to buy sufficient milk at prices which the big distributors maintain. Hundreds of small independent distributors have been forced to the wall by what the Dep't of Justice has characterized as “racketeering tactics and violence.” Thousands of farmers are forced to eke out a precarious existence knowing that the milk for which they receive a few pennies is sold to the consumer at 11¢ per quart or more.

Summing up the objectives to be attained by rigid enforcement of the antitrust laws in the milk industry and the resultant restoration of free competition, Mr. Arnold has pointed out that prices to both the farmer and the consumer would be fairer and the spread between them less. And, to quote Mr. Arnold, “the resulting increase in use of milk which should come from a fairer price should be of benefit to both producer and consumer and to the health and general welfare of the public.”

HERE'S WHY

*a CU Gift Membership is
your "Best Buy" for Christmas*



YOUR FRIENDS WILL WELCOME IT—Many of them are probably already talking about Consumers Union, eager to see the *Reports*. . . . IT'S AN EXCITING AND STIMULATING GIFT—it will give your friends a new insight into their buying prob-

lems, make them think about their interests as consumers. . . . IT'S PRACTICAL—it will save money for them throughout the year. . . . IT'S ECONOMICAL—where else will you find a gift that gives so much for so little money? . . . IT'S CONVENIENT—no need to shop around, wrap packages, &c. CU does it all for you. . . . IT'S CONSTRUCTIVE—it helps to build CU—*your* organization.

P.S.—And if you're entered in CU's "Test Sample" Contest (see next two pages) gift memberships will also help boost your score.

Solve your gift problems by giving CU for Christmas

SPECIAL REDUCED GIFT RATES

Three or more one-year memberships and subscriptions to the complete edition of the *Reports* (1938 *Buying Guide* is included with each membership and the 1939 *Buying Guide* will be sent as soon as it is issued):

\$2.50 EACH

(Your own renewal may be included)

A year's membership and subscription to the complete edition of the *Reports* beginning January 1939, plus all the 1938 issues, plus the 1938 edition and the 1939 edition of the *Buying Guide*, and the gold-stamped binder:

\$5.00 EACH

(This material ordinarily would cost \$6.60)

SINGLE MEMBERSHIP RATES

	<i>Complete Edition</i>	
1 Year....\$3	2 Years....\$5	3 Years....\$7
	<i>Limited Edition</i>	
	Per Year....\$1	

GIFT CARD: An attractive gift card bearing your name will be sent with each gift. The initial material will be posted to reach your friends on or just before Christmas day.

BINDER: For 60¢ a gold-stamped CU binder especially designed to hold 18 issues of the *Reports* will be sent with each gift (binder is included with \$5 offer described to the left).

USE THE ORDER FORM

in this issue to enter orders for Christmas gift memberships. *Mail now to ensure early receipt.*

N. Y. TIMES CENSORSHIP SCORED BY CU OFFICIALS

Times Boasts of Free Press;
Advertisers Limit It, Says
Consumer Group

BUT KELLOGG AD GETS SPACE

NEW YORK, Dec. 1.—A New York *Times* advertisement boasting that this country "enjoys a free press" today elicited from Consumers Union officials some sharp comments on the *Times*' own policy with regard to that cherished American principle.

"What the *Times* advertisement should really have said," a CU official observed, "is that the American press is 'free to print anything which does not offend its large advertisers.'"

"In the past two years," he continued, "the New York *Times* and numerous other newspapers and magazines have repeatedly refused to accept Consumers Union's paid advertising."

In this connection Arthur Kallet, Director of Consumers Union, pointed out today that the New York *Times*, while refusing the educational advertising of Consumers Union, does not refuse space to such misleading advertisements as that of Kellogg's All-Bran in today's issue of the newspaper.

Kellogg's All-Bran, Mr. Kallet explained, has been described by the American Medical Association and other medical authorities as far too dangerous for general consumption. Kellogg's advertising, as carried in past issues of the *Times*, has been branded as false by the Federal Trade Commission.

EDITOR QUESTIONED ON PRESS POLICIES

Refusal to Accept CU Advertising
Cited During Radio Program

NEW YORK, Dec. 1.—As proof that consumers are beginning to understand and resent newspaper censorship of copy which is not acceptable to large advertisers, CU officials cited today a significant incident of the Thanksgiving Day broadcast of "America's Town Meeting of the Air," popular radio program. During the broadcast a member of the audience asked Arthur Robb, editor of *Editor and Publisher*, the newspaper trade organ, why Consumers Union could not get its paid advertise-

SEE THIS EXHIBIT TODAY



This country enjoys a free press—many do not. The story of man's long and continuing fight against censorship is vividly told in one of the many fascinating exhibits in The New York Times HISTORY OF THE RECORDED WORD. The exhibit will be open today from 10 A. M. to 5 P. M. Why not spend an enjoyable hour or two browsing through it?

TIMES ANNEX—229 West 43rd Street

The exhibit is open from 10 A. M. to 5 P. M. except Saturdays and Sundays. Wednesday nights until 10 P. M.

The *Times* attacks censorship abroad but, CU officials say, practices it here.

ments published in the press. Mr. Robb, who impressed members of the audience as being taken off guard by this question, maintained that refusal or acceptance of advertising was no more than a "business" question.

CU officials announced their renewed determination to combat Mr. Robb's attitude, which they described as typical of many members of the publishing industry, and to break through the irresponsible censorship which large advertisers impose.

Technical Department Prepares Orders For Prize Autos; First Returns In

NEW YORK, Dec. 1.—The Consumers Union Technical Department today prepared its orders for a 1939 Plymouth automobile and a 1939 Chevrolet. After the conclusion of the Technical Department's tests on these cars, Technical Supervisor D. H. Palmer announced, they will be awarded as prizes in CU's Membership Contest, in which most of the prizes are samples purchased for the organization's regular tests. One of the cars will be the First Prize in the Contest for individual members, and the

CONSUMERS RALLY TO FIGHT BOYCOTT

1000 Entered in CU's Contest;
Many Prizes Being Offered

NEW YORK, Dec. 1.—Consumers Union officials today reported that more than 1,000 members, representing all 48 States, had already entered the organization's first membership contest, planned as the opening drive in a counter-offensive against advertisers and publishers attempting to boycott CU by withholding advertising space. The Contest began on October 17 and will run until January 31, 1939.

"Publishers deny us the right to tell the story of Consumers Union to the public through their advertising columns," said CU officials, "but they can't keep our 60,000 members from telling the story for us."

Calling on more than a thousand contestants to intensify their efforts to bring members into CU, and on other members to join in the Contest, CU officials today emphasized again the variety and value of the test sample prizes. A list of the prizes is given on the next page.

XMAS GIVERS CAN WIN XMAS PRIZES

NEW YORK, Dec. 1.—"It's no job to sell Consumers Union memberships to intelligent buyers," Dexter Masters, Publication Director of Consumers Union, pointed out today, "but there are lots of people who don't like to sell anything." Even these people can win a Premium Prize in the CU Membership Contest, he added. By giving three Christmas Gift Memberships (one of which may be his own renewal) at the special rate of \$2.50 each for three entered at the same time, a member may qualify for the first Premium Prize of one of three CU books or a special CU binder.

other will be First Prize in the special contest for the organization's hundreds of Group Leaders.

Early returns showed top ranking in the Contest for individual members to be held by a Wisconsin member with a total of 70 points. Leading the Group Leaders' contest was a member from New York, with 520 contest points. Members of Consumers Union's Contest Staff emphasized that it is far too early to make any estimate of what the final winning scores will be.

(For an explanation of how Contest Points are computed, and for other details of the contest, see "Contest Rules" in next column)

Main Prizes

☛ To the CU Member getting the most Contest Points, the following prize will be awarded (approximate retail value, \$800):

1939 PLYMOUTH OR CHEVROLET

☛ To the second, third and fourth highest scorers—their choice of the following prizes (approximate retail value, \$150 to \$175):

MECHANICAL REFRIGERATOR

RADIO-PHONOGRAPH COMBINATION

CAMERA—SPEED GRAPHIC OR GRAFLEX

Special Prizes

For all other contestants getting 18 or more points

☛ 300 or more Contest Points—choice of any one of the following prizes (approximate retail value, \$85 to \$100):

ELECTRIC RANGE RADIO-PHONOGRAPH WASHING MACHINE

☛ 175 or more, but less than 300, Contest Points—choice of any one of the following prizes (approximate retail value, \$40 to \$55):

PORTABLE TYPEWRITER AUTO RADIO VACUUM CLEANER
CONSOLE RADIO EASTMAN CAMERA

☛ 72 or more, but less than 175, Contest Points—choice of any one of the following prizes (approximate retail value, \$12 to \$15):

ELECTRIC SHAVER MINIATURE RADIO AUTOMOBILE HEATER
AUTOMATIC ELECTRIC TOASTER EASTMAN CAMERA
FOOD MIXER PHOTOELECTRIC EXPOSURE METER

☛ 36 or more, but less than 72, Contest Points—choice of any one of the following prizes (approximate retail value, \$6 to \$10):

ELECTRIC IRON ELECTRIC HEATING PAD ELECTRIC CLOCK
WAFFLE IRON EASTMAN CAMERA

☛ 18 or more, but less than 36, Contest Points—choice of any one of the following prizes (approximate retail value, \$3 to \$5):

FOUNTAIN PEN EASTMAN CAMERA ELECTRIC CLOCK
ELECTRIC TOASTER (NON-AUTOMATIC)

Premium Prizes

☛ To every CU member getting 9 or more Contest Points—his choice of any one of the following premiums (approximate retail value, 60¢ to \$1.40):

CU REPORTS BINDER OR A CU BOOK

(See next page for a description of these Premiums)

Contest Rules

1. Any person who is now a member of Consumers Union (except staff employees or officers and their families), or who becomes a member before January 31, 1939, is eligible to take part in the "Test Sample" Membership Contest. Contestants must fill out the Contest Entry Blank (see below).

2. Special Contest Membership Blanks will be mailed to each contestant on receipt of his Entry Blank. These blanks have been designed for the convenience of contestants and CU's Contest Staff, and their use is recommended; but memberships submitted in any form will be counted, if they bear the contestant's name and are clearly marked "Contest."

3. CU members entering the Contest may receive help from their family or friends in the sale of memberships. But Contest Points (see Rule 5), will be credited only to actual CU members, as recorded in our files.

4. All memberships sold by contestants must be either mailed or delivered to our office (55 Vandam Street, New York) not earlier than Monday, October 17, 1938, nor later than midnight, Tuesday, January 31, 1939 (the postmark of mailed entries will determine their date). Each entry must be accompanied by the full amount of money due. Consumers Union cannot assume responsibility for loss of cash in the mail, nor for Contest Points (see Rule 5) forfeited through such loss. Send money by Postal Money Order, check or registered mail.

5. Winners will be determined by a simple point system. Three points will be awarded for any new full membership or renewal of an existing full membership including that of the contestant. (A full membership includes all regular \$3 memberships; Library subscriptions at \$2.50; Foreign and Canadian at \$3.50; Christmas Gift Memberships in groups of three or more entered at the Special \$2.50 rate; and subscriptions to the Western Edition at \$3.50.) One point will be awarded for each Limited membership or renewal at \$1 (Canadian and Foreign, \$1.50; Western Edition, \$1.75). Memberships sold through subscription agencies will not be counted in this Contest.

6. Results of the Contest and names of prize winners will be published as soon as possible in the Reports. All prizes will be delivered anywhere in the United States or Canada by prepaid shipment. Winners of Special Prizes must accept CU's allotment of the brands available.

7. In the event of a tie for any of the Main Prizes, like prizes will be awarded.

8. The decisions of the judges (CU's Board of Directors) shall be final.

9. Memberships at the Group rates do not count in this Contest. CU is, however, conducting a similar contest for the 700 organizers and leaders of Consumers Union membership groups. Individuals who wish to compete in the group contest may obtain complete information from CU's Organization and Education Department.

CONTEST ENTRY BLANK

TO CONSUMERS UNION,
55 VANDAM ST., NYC

I accept the terms of this contest as contained in the Contest Rules.

NAME

ADDRESS

(Immediately on receipt of this blank, properly filled in, CU will send you a special coupon book in which to enter memberships collected for the Contest.)

For Yourself

CU PUBLICATIONS

For Your Friends

The CU books and special reports described below make excellent Christmas gifts—whether for yourself or for your friends, as separate gifts or with CU memberships. Use the coupon at the bottom of the page for entering orders. Special note to contestants: the three books and the CU binder are Premium Prizes in CU's "Test Sample" Contest (see two preceding pages). If you have collected 9 points (3 full memberships) in the Contest you are entitled to your choice of one.

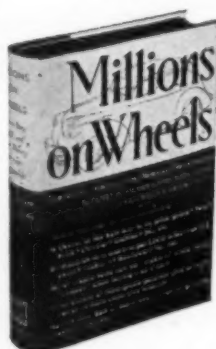
"Our Common Ailment"



Americans spend millions each year for laxatives and cathartics. Just what is the condition they are supposed to cure? What are its causes? How should it be treated? Written by Dr. Harold Aaron, CU's special consultant on medicine, this book provides an intelligent approach to the treatment of constipation. "A swell little book. . ."
—Paul de Kruif. "I am enthusiastic about the volume and its message."
—Dr. Walter Alvarez (Mayo Clinic). Bookstore price, \$1.50.

CU EDITION—\$1 postpaid

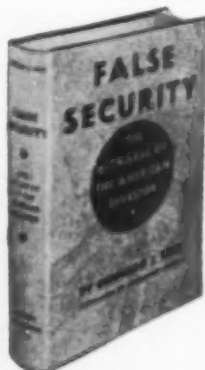
"Millions On Wheels"



Written to provide standards for selecting a new or used car and for operating it safely and economically, this book will enable a car owner or prospective car owner to make real savings. A unique feature is a supplement giving ratings, by brand name, of autos, tires, gasolines, batteries, &c., based on CU tests. The authors: D. H. Palmer, CU's Technical Supervisor, and Laurence Crooks, member of the Society of Automotive Engineers. Bookstore price, \$2.50.

CU EDITION—\$1.25 postpaid

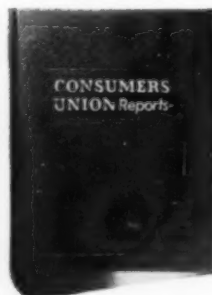
"False Security"



Still selling strongly, this book about the betrayal of the American investor was written by Bernard J. Reis, treasurer of CU and a certified public accountant of long experience in investigating stock and mortgage frauds. "Investors, both actual and prospective, will find Mr. Reis' competent and sincere work extremely valuable for the information and guidance it contains."—New York Times. Bookstore price, \$2.75.

CU EDITION—\$1.40 postpaid

CU Binder



This specially made binder is just the thing to send along with your gifts of CU memberships. Designed to hold 18 issues, it has three expanding screw locks, a black imitation leather cover, and "Consumers Union Reports" stamped in gold on the front. By ordering in large quantities, CU is able to offer these binders at an exceptionally low price.

PRICE—60c each

PROPHYLACTIC MATERIALS

—This is a 24-page, printed report analyzing leading brands of prophylactic and feminine hygiene materials. Prepared by workers in the field, this report discusses unreliable and harmful as well as reliable methods; exposes dangerous "feminine hygiene" products; gives quality ratings of a variety of products by name. Available only to CU members who are married and use prophylactic and feminine hygiene products on the advice of a physician. 25c a copy.

WINES & LIQUORS

—A completely revised and much enlarged edition of this extremely popular CU Special Report has just gone to the printer and will be available shortly. It will cover more than 300 leading brands of imported and domestic whiskies, gins, brandies, rums, cordials, and wines as "Best Buys," "Also Acceptable" and "Not Acceptable." 50c a copy.

CONSUMERS UNION

55 VANDAM ST., N. Y. C.

Please send.....

to the following address (if different from address below)

☐ I enclose \$..... as payment in full.

Name.....

Address.....

City & State.....

Radio Sets—The 1939 Models

With ratings of more than 30 models and a report on this year's refinements and innovations, including "Mystery Control" and "Bandspread" tuning.

RADIOS for 1939 show only two departures from previous designs which can be classified as new: (1) "short-wave bandspread" tuning on certain models; and (2) the wireless remote control.

The value of the "bandspread" feature will depend on the set owner's eagerness to hear short-wave broadcasts. And it seems, on the whole, that the salestalks of the radio industry on the joys of such reception (and particularly of the police-amateur-aircraft band and the long-wave "weather band") have met with little success.

The only short-wave programs which have much genuine popularity are the foreign news broadcasts—and these, unfortunately, are frequently inferior to domestic broadcasts in quality and consistency of reception. For those who want to listen to them, however, "bandspread" tuning—by which the stations are spread out over the dial—is a real convenience. It does not increase the selectivity, but it does mechanically facilitate the tuning of short-wave programs.

MOST widely advertised of the remote control systems are the *Kadette* Tunemaster and the *Philco* Mystery Control. An important distinction between them is that the *Kadette* may be used with any radio, while the *Philco* unit is an integral part of the set it serves. CU was unable to obtain a *Kadette* in time to test it for this report, but it will be rated in the January issue.

The *Philco* Mystery Control is a luxurious gadget which will cost you close to \$100 for a control box plus several additional tubes in the receiver,

none of which contributes anything to quality of performance. Of the remote control systems, *Philco's* is judged the most convenient and (barring service difficulties) the most satisfactory. It permits the user to tune, adjust volume and turn the set off (but not on) by means of a telephone dial-type control unconnected to the radio and operated at a distance from it. The radio, equipped with auxiliary circuits and tubes for the purpose, is controlled by electrical impulses emanating from the control unit.

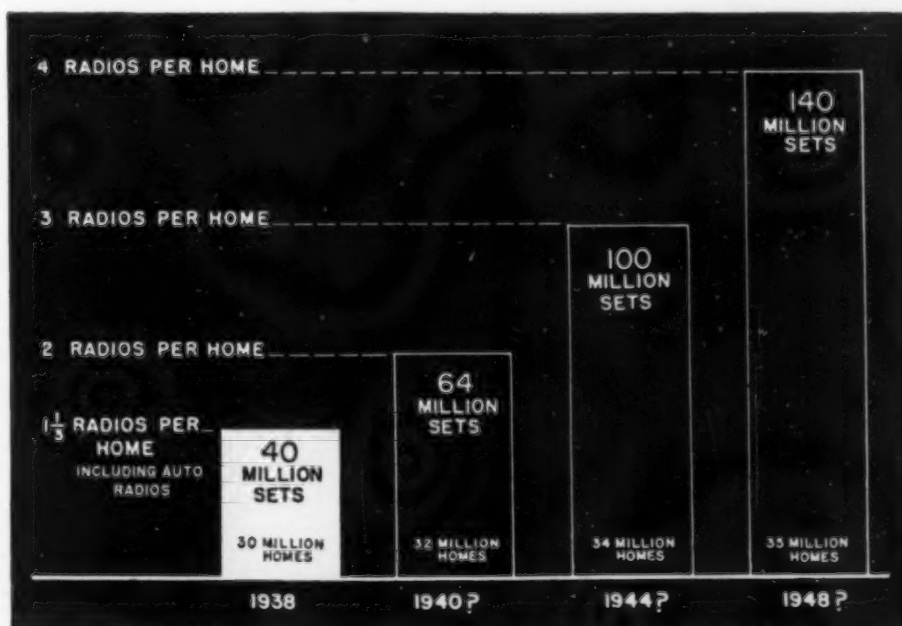
According to the manufacturer, the radio can be operated from distances up to 72 feet, and CU technicians have seen this done. In the CU laboratory, however, the control mechanism was unreliable at distances over 30 feet.

The set tested (tuning only on the regular broadcast band) sells for \$162.50 with antenna—it has 11 tubes,

five of which are necessary for the operation of the Mystery Control. A comparable six-tube receiver without remote control could be sold, even at non-mail-order-house prices, for less than half the price. Whether the luxury is worth the cost is entirely a question for the buyer, who might also consider, in making his decision, one additional point: If the control is to be used at a distance from the set—and it is intended to be—the set must necessarily be run at much increased volume, with correspondingly increased annoyance to the neighbors. If you do want the Mystery Control, CU suggests that you might be wise to wait another year until all possible "bugs" have been eliminated from it.

Other ballyhooed innovations in 1939 radios are less novel. There is a reappearance of automatic time tuning by which it is possible to preset a clock and tuning mechanism so that the radio will turn itself on and off throughout the day according to the programs you have selected; a luxury item, of course. The loop antenna ("Beamoscope") introduced by General Electric may in some locations reduce noise in reception.

Push-button tuning is much more widely employed in 1939 models than in those of the past year, and, with few exceptions, has superseded other forms of automatic tuning (such as the



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DAY DREAMS OF A RADIO SALESMAN

... or four chickens in every pot.

¹If you don't care about these, the only bands which you will need are the American broadcast band (550 to 1,600 kilocycles) and the foreign short-wave band (about 6 to 18 megacycles).

telephone-dial type). The several systems in use have, in general, been improved and simplified.

Some push-button systems, however, have definite disadvantages. Many use separate tuning units for each button with each unit covering a specified tuning range. This system will usually limit the number of stations close together which can be set up for automatic tuning. Also, on some sets, volume may be lower on push-button than on dial tuning—either because the push-button circuits are less efficient or because, when push-button tuning is in use, one or more effective circuits may be eliminated to simplify the system.

MOST of the midget sets and some of the small table models are housed in plastic or molded cabinets of "Plaskon," "Bakelite," "Catalin" "Onyx-like," and other such materials. The cabinets vary widely in shape and color. But most of them share the advantage of being more easily cleaned and less vulnerable to scratches and warping than solid wood and veneer.

Despite the increased tendency toward acoustic treatment of cabinets, there seems to be no consistent improvement in tonal quality throughout the various price classes. While the various "labyrinths" and "acoustic chambers" are undoubtedly invaluable to radio sales departments, CU still believes that a first-class amplifier (with adequate tone control) and a good speaker in a large cabinet provide a more fundamental approach to good tone quality. (See *CU Reports*, December 1936.)

Notwithstanding luxury items and some minor mechanical improvements, 1939 radios are, on the whole, no better than 1938 radios. Wherefore a recommended 1938 model at a substantial discount from the originally advertised price will usually represent a much better value than the corresponding new model at list price.

It is as true this year as last that the number of tubes with which a radio is equipped is only a rough measure of its quality. At least six tubes are still desirable for good performance.* And the use of more than 10 still contributes little that the average listener can use

Mail-Order Radios

As in previous years, the mail-order houses offer radios which in size, tone quality, sensitivity and selectivity compare favorably with non-mail-order sets costing from 50% to 100% more. Other factors besides these enter into the picture, however. Mail-order sets are usually inferior in appearance—though this is often a matter of personal taste—and cabinets and general workmanship are often poorer. Even more important is the relatively large number of mail-order sets which show defects when received or shortly thereafter. In the three years in which Consumers Union has been testing radios, 90% of those which have given trouble in the laboratory have been purchased from mail-order houses. While the better mail-order houses have a liberal adjustment policy, securing adjustments and service from them is necessarily inconvenient.

—or that the neighbors can tolerate. (Many of the higher-priced models have already abandoned the much-advertised automatic frequency control, with its extra tubes which added nothing to performance, and have substituted simpler methods of control.)

Tone Control

THE most commonly used method of tone control provides a single knob which apparently varies both the treble and the bass response, but actually acts only on the treble—either continuously or by steps. It is fairly satisfactory to the average untrained ear.

A second and better system provides for independent control of treble and bass. This is best accomplished with two separate, continuously variable tone controls—one for bass and one

for treble. A satisfactory compromise is often achieved with a single switch having four or five positions—sometimes marked "voice," "music," "foreign," "brilliant," &c.—which works on both bass and treble.

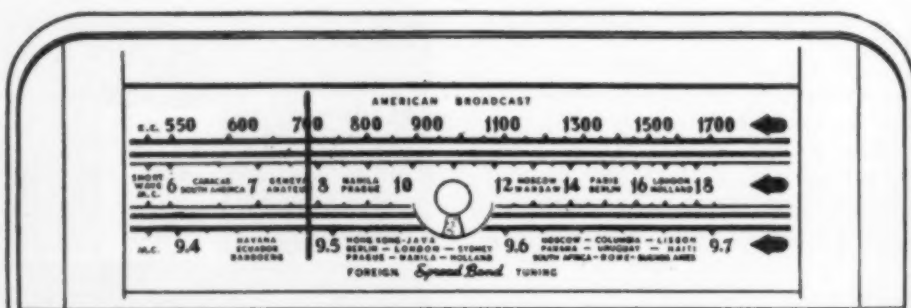
Zenith's widely touted "Radiorgan" is an arrangement of pushbuttons which approximates by a much more complicated and inconvenient method the results obtained through the two continuously variable tone controls.

Power Output

THE volume at which a radio can operate without noticeable distortion is largely determined by the power output. Good receivers with a maximum power output of four watts will usually fill the average large living room without appreciable distortion. Three watts is ample for most purposes. (15 watts with a high-efficiency speaker is employed in motion-picture theatres seating an audience of 500.) Receivers rated at less than three watts will usually distort badly at volumes above that of a loud speaking voice.

In general, tone quality improves with the size of the receiver. The midget, at its best, is a very poor musical instrument. And so, if you care about tone quality, you will probably be wise to buy a console (with a larger speaker, larger frontal area and consequently better tone) rather than a table model at the same price—even though the latter may have a superior chassis, with more tubes. As noted in the ratings, many of the table models can be bought in console cabinets.

Last December CU pointed out the need for a simple gadgetless radio designed primarily for tone quality. It would not boast short-wave bands or



BANDSPREAD TUNING

... looks like this on the Sears Silvertone. The bottom band is an amplification of a small part of the middle band.

* Ac-dc sets usually employ also a so-called ballast tube, which is a resistance and does not add to the performance of the set.

unnecessarily high sensitivity, it would appeal primarily to those who want faithful reproduction of musical programs. And it could be produced by mass production methods and sold for about \$100 which is about the price you would pay for a "good" modern console.

Approximations of this type of radio are now on the market. They include the *RCA Symphony* model brought out by the RCA Mfg. Corp. at \$125; the

\$125 *Metropolitan* model of Stewart-Warner; and several others.

CU has not yet been able to complete tests of these sets, which are designed for high fidelity reception of strong local stations within 150 miles. If you want the best tone quality with this limitation, we refer you to the notes on them which will appear in the *January Reports*, along with ratings of radio-phonograph combinations and phonograph attachments and pickups.

Midget Sets Up to \$15

None of these sets compares in performance with higher-priced models. Tone quality particularly is much poorer, although the better ones will give adequate reproduction of speech.

Best Buy

Emerson Little Miracle Model AX-211 (Emerson Radio & Phonograph Corp., NYC). \$9.95.

5 tubes (no ballast tube). Ac-dc midget. No push-buttons. American broadcast band only. A surprisingly satisfactory receiver for its size in all respects—tone, selectivity and sensitivity.

Also Acceptable

(In order of merit)

Ward's Airline Cat. No.—288 (Montgomery Ward). \$12.95 plus shipping charges.

6 tubes including tuning eye. Small a-c table model. Push-button tuning for six stations very easy to set. Broadcast band only. This receiver is satisfactory in every respect except for a deficiency in bass tones (characteristic of small receivers, but more evident than necessary in this model). No tone control. The same rating applies to the model in ivory selling at \$13.95.

Zenith Model 6D311, Chassis 5646 (Zenith Radio Corp., Chicago). \$14.95.

5 tubes plus a ballast tube. Ac-dc midget with brown plastic cabinet. No push-button tuning. Broadcast band only. Tone quality as good as can be expected for its size. Excellent sensitivity. Offers about the same value as *Ward's Airline* Cat. No.—288. Not a good value in ebony or ivory at \$17.95 or in children's console at \$19.95, although the latter has slightly better tone because of its larger cabinet.

Not Acceptable

Detrola Model 208 (Detrola Radio & Television Corp., Detroit). \$9.95.

5 tubes plus one ballast. Ac-dc midget. No push-button tuning. Broadcast band only.

Poor construction, tone quality poor, even for a set which is as small as this one.

Sears' Silvertone Cat. No.—6110 (Sears-Roebuck). \$12.95 plus shipping charges.

5-tube a-c midget. Push-button tuning for six stations—but difficult to set due to play in main tuning mechanism. Broadcast band only. Tone poor in comparison with other receivers of the same size and price class. Screws holding chassis to cabinet too short, with result that set was received in bad condition, with chassis banging around in cabinet. Generally poor design.

Majestic Charlie McCarthy (Majestic Radio & Television Corp., Chicago). \$17.45.

5 tubes plus one ballast. Ac-dc novelty midget. Sensitivity good, but tone quality is very poor even for a midget. Acceptable as a novelty but not as a radio. Live parts are well protected and the set does not heat excessively. It is therefore safe for children.

Quality Ratings —Performance

IN approximate order of general performance, the best of the sets rated in this report rank as follows.¹

Philco 39-40XX
RCA 10KG
Sears' Silvertone -6038
Lafayette B-86
Zenith 7S363
Philco 39-35XX
Lafayette C-53
Zenith 6S362
Sears' Silvertone -6034
Philco 39-25XF
General Electric G-66
Sears' Silvertone -6024
Ward's Airline -390
Stewart-Warner 91-621

¹ The *Philco 55 RX* (Mystery Control) cannot be directly compared with other sets on this basis.

—Tone

WE list here in order of tone quality, without reference to price, those consoles rated elsewhere in this report as "Best Buys" and "Also Acceptable."

Philco 39-55RX
Zenith 7S363
RCA 10KG
Philco 39-40XX
General Electric G-66
Lafayette B-86

The table models follow, also in order of tone quality. (No table model has a tone quality equal to that of any of the consoles listed above.)

Philco 39-25XT
Sears' Silvertone 6024
Lafayette C-29
Ward's Airline -390
Stewart-Warner 91-621

Table Models from \$15 to \$30

While still not musical instruments, many sets in this price range have larger cabinets and better tone than the midgets below \$15. A few models also have short-wave bands.

Best Buys

Lafayette Model C-29 (Wholesale Radio Service Co., NYC). \$29.95 plus shipping charges.¹

A-c table model with 7 tubes including tuning eye. Push-button tuning for six stations. Three bands, broadcast, police-amateur and foreign short wave. Continuously variable tone control, with good tone quality to an 8-in. speaker.

Majestic Model 511. \$18.95.

5-tube a-c midget. No push-buttons. Broadcast band only. No tone control but square ivory plastic cabinet provides maximum baffle area for 5½-in. speaker accounting largely for the relatively good tone quality (better than *Majestic Model 55*). 3 watts output. Good sensitivity.

Philco Model 39-7 (Philco Radio & Television Corp., Philadelphia). \$23.50.

5-tube a-c small table model. Broadcast band only. Push-button tuning for five stations. No tone control but tone quality

¹ Available also at same price from Cooperative Distributors, NYC, Cat. No.—G4666.

is good for a set of this size. Sensitivity good. Available also without push-button tuning and with somewhat inferior cabinet, as Model 39-6 at \$20; not so good a buy as the *Majestic* 511 above.

Also Acceptable

G.E. Model GD-52 (General Electric Co., Bridgeport, Conn.). \$22.50. 5 tubes plus one ballast tube. Small ac-dc table model. Push-button tuning for five stations. Broadcast band only. Tone only fair. No tone control. This set a good buy only where the ac-dc feature is desirable. Where only a-c operation is required, the *Philco* Model 7, at \$23.50 is a much better buy.

Majestic Model 551. \$24.50.

5-tube small a-c table model. Two bands—broadcast and foreign short wave (5 to 19 mc). Sensitivity fair on both bands. Two-point tone control on the broadcast band. Tone fair—but not so good as Model 511. 3 watts output.

G.E. Model GE-52. \$29.50.

5-tube small a-c table model. Dial tuning for two bands, broadcast and foreign short wave (5.2 to 18 mc). Good tone with a two-point tone control. Selectivity and sensitivity satisfactory. Slight tendency to howl with full volume on short waves. Although also available in the U.S., this is an export model, and we understand that somewhat better workmanship and parts have gone into it to provide reliable operation in the tropics.

Philco Model 39-17T. \$29.95.

5-tube a-c table model. Broadcast band only. No tone control. Apparently the same receiver as *Philco* Models 39-6 and

39-7 except for push-button tuning of six stations. Push-buttons easily set. Volume and tuning controls on opposite ends of cabinet, instead of on front panel. Not as good a value as the 39-7 at \$23.50. Available also in console cabinet as 39-17F at \$39.95, but at that price a poor value.

Not Acceptable

Zenith Model 5S319, Chassis No. 5529. \$29.95.

5-tube a-c small table model. Push-button

tuning for five stations. Two bands—broadcast and foreign short wave. Tone only fair with two-point tone control. Calibration poor. Sensitivity excellent on dial tuning, but in set tested considerably poorer when push-button tuning is employed.

Emerson Model CA-234. \$29.95.

5 tubes plus one ballast. Small ac-dc table model. Push-button tuning for four stations. Broadcast band only. No tone control. Performance poor and price high.

Sets from \$30 to \$50

At this price are available large table models and several consoles with a relatively high level of performance. Mail-order sets in this group have three bands, tuning eyes and other features of nationally advertised brands at \$50 and up.

Best Buy

Sears' Silvertone Cat. No. —6024.

\$34.95 plus shipping charges.

Large a-c table model, 8 tubes including tuning eye. Push-button tuning for eight stations, easily set up by owner (but read instructions carefully). Three bands, broadcast, foreign short wave (6 to 18 mc) and bandsread (covering 9.4 to 9.7 mc). See comments on bandsread in introduction. Small (6-in.) speaker will not handle maximum volume, but its undistorted output is quite adequate. Good tone quality with three-point tone control. The same chassis is obtainable in a console cabinet with a 10-in. speaker (Cat. No. -6034) at \$43.95. Other *Sears' Silvertone* models using this chassis are -6003, -6004, -6124 and -6134.

Also Acceptable

Ward's Airline Cat. No. —390.

\$38.95 plus shipping charges.

9 tubes, including tuning eye. Large a-c table model. Push-button tuning for 6 stations, much less sensitive than dial tuning, and two stations cannot be set up if very close together on the dial. Push-buttons are rather difficult to set, requiring a small-size screwdriver not found in the average home. Tone quality is only fairly good, in part attributable to use of a small 6-in. speaker. Maximum power output 5 watts. Calibration poor on all bands. Available also as Cat. No. -490 at \$47.95 plus shipping charges in console cabinet, with 10-in. speaker and somewhat better tone. With 20-foot cable and remote control box, \$7.95 extra.

Stewart - Warner Model 91-621 (Stewart-Warner Corp., Chicago). \$39.95.

6 tubes including tuning eye, a-c table model. Push-button tuning for five stations. Push-button ranges somewhat limited. Two bands, broadcast and foreign short wave. Tone quality fair with

inadequate two-point tone control. While this receiver does not approach the *Sears' Silvertone* selling at \$34.95 in all-around value, its operation is satisfactory and its appearance may make it a better buy for some people. Available also in a console cabinet as Model 91-627, at \$59.95—relatively a poorer value.

Philco Model 39-19T. \$35.

5-tube a-c table model. Same as the 39-17T except that it also covers the foreign short-wave band. Available in console cabinet as Model 39-19F at \$49.95, but at that price, a relatively poor value.

Philco Model 39-25T. \$45.

5-tube a-c table model. Two bands, broadcast and foreign. Push-button tuning for eight stations, which must be set by dealer. Relatively good tone quality with two-point tone control. A good receiver, but price rather high. Available also in a console cabinet as Model 39-25XF at \$59.95. Same comments apply.

Not Acceptable

RCA Victor Model 96T. \$29.95.

6-tube a-c table model. Performance on push-buttons (for five stations) inferior to that on dial tuning. Buttons should preferably be set by the dealer. Tone quality good. The set is "Not Acceptable" mainly because of extremely bad image frequency interference¹ which makes nighttime reception enjoyable on only a very few stations. The same rating holds for Model 96E (armchair), Model 96T1 (a slightly larger table set).

¹ Image-frequency interference, characterized by squeals and whistles interfering with reception and referred to in many of the accompanying listings, is preventable mainly by the use of one or more stages of high-frequency amplification (known as radio-frequency or r.f. stages) at the antenna end of the set. While it is possible to minimize it without the use of r.f. amplification, in general its presence may be expected in receivers not having at least one r.f. stage.

Battery Sets

THE following listing may be of help to those members who want a battery-operated portable set. CU has not been able to test other battery sets and so can give no comparative ratings. The set described here rates as "Acceptable."

Philco Model 39-71-T. \$33.45 with tubes and batteries. A portable receiver, using four (special-type) tubes; batteries and a loop antenna. Broadcast band only. Provision is made for a regular antenna and ground if desired. Weight, with batteries, 16 lbs. The batteries are claimed to provide 500 hours of average reception (three hours a day). A complete set of new batteries costs \$3.75. Excellent sensitivity (with built-in loop) and selectivity. The loop has marked directional effect, and by turning the receiver, interference can be reduced—both man-made static and undesired stations. The fiber case (luggage style) is equipped with a handle for easy carrying.

RCA Victor Model 96K. \$49.95.

6-tube a-c console. Push-button tuning for six stations (preferably set by dealer). Fairly good tone quality except for a tendency to boom with tone control set

for good bass response. "Not Acceptable" mainly because of bad image frequency interference during nighttime reception. The same rating applies to table Model 96T2.

Zenith Model 7S363, Chassis 5714. \$69.95.

7 tubes including tuning eye. A-c console. Push-button tuning for six stations easily set by the user; however, the push-button ranges may not overlap enough to set them up for several stations close together. Three wave bands, broadcast, police-amateur and foreign short wave. The dial action is good, but it is not very satisfactory for logging short-wave stations. Tone quality very good, power output of 4.5 watts adequate. Some image interference on the foreign short-wave band. The same chassis is available in several other cabinets at prices up to \$99.95. Those at this price, however, are not considered good values.

Sets from \$50 to \$100

This price range includes consoles with larger speakers, generally better tone quality and, in most cases, somewhat better cabinet work.

Best Buys

Sears' Silvertone Cat. No. —6038.

\$77.50 plus shipping charges.

13 tubes including two tubes in the tuning eye circuit. A-c console. Push-button tuning for eight stations, easily set up. Broadcast and foreign short-wave bands, plus three bandspread ranges covering the 30, 25 and 20-meter broadcast bands. Tuning very easy on short waves, and sensitivity excellent. Good tone quality with 10 watts undistorted power output—though the speaker overloads at less than this excessive power. Four-point tone control. Phonograph connection with switch built in. Best set for short-wave reception of all tested.

Lafayette Model B-86. \$59.95 plus shipping charges.²

11 tubes including tuning eye. A-c console cabinet. Push-button tuning for six stations. Three bands with continuous coverage of broadcast, police-amateur and foreign bands. Dial not suitable for logging short-wave stations. Continuously variable tone control, with very good tone quality and abundant power to a 12-in. speaker.

Zenith Model 6S362. \$59.95.

6-tube a-c console. Push-button tuning for six stations, slightly difficult to set on the sample tested (probably due to individual mechanical trouble rather than inherently poor design); but otherwise satisfactory. Three bands—broadcast, police-amateur and foreign short wave. Relatively very good tone quality with a five-point tone control. The dial is of the weighted spinner type, and has a "split second" extra pointer which makes logging of short-wave stations practicable. Calibration is excellent. Image interference no worse than with any other 6-tube set. This is the "Best Buy" for the price among all non-mail-order-house sets tested. Available also in an armchair-type cabinet as Model 6S341 at the same price.

Also Acceptable

Lafayette Model C-53. \$82.50 plus shipping charges.

15 tubes including two in tuning eye circuit. A-c console. Push-button tuning

for six stations, but code interference absent on dial tuning was noticed on several settings. Four wave bands, the relatively useless "weather" band, and the regular broadcast, police-amateur and foreign short-wave bands. Dial unsatisfactory for short-wave tuning. Tone quality in general fairly good but treble range inadequate. Noticeable hum. Except for its ability to produce more volume than the average person can ever use, this set is about equal to many good 8-tube sets. The extra tubes contribute little else to actual and usable radio performance. Available also in a large table cabinet as Model C-51 at \$69.50 plus shipping charges, with smaller (10-in.) speaker.

Philco Model 39-40XX. \$100.

Sold only with Philco "Safety" antenna \$3 extra. 8-tube a-c console. Push-button tuning for eight stations which should be set by serviceman. As the push-button tuning only tunes two instead of three circuits (as does dial tuning in this set) it is somewhat less effective though generally satisfactory. Two bands—broadcast and foreign short wave. Tone quality good. Calibration excellent, freedom from image interference good though slightly less satisfactory when using push-button tuning. Cabinet appearance, dial and general workmanship excellent. Four disk-type controls—two on each side of the dial. The dial motion is slightly fast for easy tuning on the short waves. Otherwise action is satisfactory.

G.E. Model G-66. \$69.95.

6-tube a-c console. Push-button tuning for six stations, easy to set up and with adequate ranges. Three bands, broadcast, police-amateur and foreign short wave. Tone quality relatively very good with a four-point tone control. Available also as a large table model, Model G-61 for \$59.95, relatively a less desirable buy, however.

Not Acceptable

Majestic Model 739. \$79.95.

7 tubes including tuning eye. A-c console. Push-button tuning for six stations, easy to set. Three bands, broadcast, police-amateur and foreign short wave. Tone quality fair, 3 watts output. Tone control not satisfactorily effective. Dial inadequate for short-wave tuning. Bad image interference, although "preselection" is incorporated to reduce it.

Majestic Model 939. \$89.95.

9 tubes including tuning eye. A-c console. Sensitivity poor on part of broadcast band and on the foreign short-wave band (probably due to incorrect adjustment at the factory of the set tested). Other comments under Majestic Model 739 apply to this set too, however, and make it "Not Acceptable."

Sets Over \$100

These sets offer little more in performance than those in the next lower group.

Acceptable

RCA Victor Model 910KG. \$125.

10 tubes including magic eye. A-c console. Motor-driven push-button tuning for eight stations. This should be set by a serviceman, and the purchaser should make sure that it works satisfactorily. Once a button is pushed it should tune in the stations without further attention and the user should not have to hold the button down. Three bands, broadcast, police-amateur, foreign. Good tone quality, 10 watts undistorted output—but speaker overloads at this excessive output. Continuously variable tone control. Price high.

Philco Model 39-55RX, "Mystery Control." \$162.50 including antenna.

11-tube a-c console (only six tubes are active in the receiver proper). This set is rated as "Acceptable" for those who care to pay close to \$100 extra for the Mystery Control feature. See comments in introduction. Automatic remote control tuning for eight stations. Broadcast band only. Best tone quality of any receiver tested in 1939 CU tests. Mystery Control unit includes one tube with "A" and "B" battery. It is estimated that these batteries will require replacement once a year. Superior cabinet work.

²Available also at same price from Cooperative Distributors, NYC, Cat. No. —4668.

Labor in the Radio Industry

SOME 48 million radio sets with a retail list price totaling nearly three-and-a-half billion dollars were made and sold in the 15 years from 1922 to 1937. More than 37 million of these sets, according to Chief Statistician Hugh M. Beville of the National Broadcasting Co., are still in operation. This year the radio industry hopes for a sale of 6,000,000 more sets for domestic consumption.

In the early days, mounting public demand brought many small entrepreneurs into the field. And, as in other new mass production industries, these newcomers resorted principally to skilled workers to achieve their limited production. But as the market for radios expanded in the 1920's, radio manufacture became concentrated in the hands of fewer and fewer companies. Larger markets and concentration of production made increasingly possible the rationalization of manufacturing processes. The assembly line, automatic machinery and attendant speed-up made their appearance, and with these came a change from skilled to semi-skilled and unskilled labor.

Though the skilled workers found protection in their respective craft unions there were no unions with which the increasing number of semi-skilled and unskilled workers could affiliate. As a result, the condition of most radio workers left much to be desired; weekly wages averaged \$18.69 during the first half of 1935. Employment was extremely irregular, hours long, and working conditions very bad.

THE situation was such that when the CIO appeared on the scene with the United Electrical Radio and Machine Workers of America, thousands of radio workers rushed to join. This union and the International Brotherhood of Electrical Workers, AFL, have organized the major part of the industry.

Approximately 57,000 workers are engaged in the manufacture of radio sets, parts and tubes, and of these about 58% are women. The Bureau of Labor Statistics made a survey of hourly earnings in radio manufacturing last year and the conclusions were published in a recent issue of the

publication, *Monthly Labor Review*.

"The average hourly earnings for the industry were 54.1¢ in August 1937. . . . Hourly earnings were found to be highest in the sets branch of the industry where the average in August 1937 was 60.9¢. But this figure represents a composite of individual plant averages ranging from less than 40¢ to more than 65¢ an hour. . . . Hourly earnings in the plants of two of the largest [sets] producers considered together averaged 73.1¢."

In this survey, covering approximately half the radio workers in America, it was reported that about 40% of the workers in the sets branch of the industry were employed by the two largest manufacturers. CU has been reliably informed that these manufacturers are Philco and RCA, both under contract to the UERMWA.

While obviously desirable, high hourly wages do not assure an adequate annual income. The current recession brought a slump of 40% in radio production for the first half of 1938, as compared with the first half of 1937. During the first half of the present year, some 60,000 members of the UERMWA (including, of course, thousands of workers not engaged in radio manufacture) were thrown out of work.

PLANTS operating under UERMWA contracts provide minimum rates of pay of 35¢ to 50¢ per hour for women, and from 40¢ to 65¢ for men. Most of the contracts provide a 40-hour week, time-and-a-half for overtime. Among the most notable of gains won by the union is provision for paid vacations; the majority of union members now enjoy this privilege.

The IBEW, unfortunately, has failed to supply CU with information regarding the terms of its contracts with manufacturers.

Because the largest manufacturers of radios are now operating under union contract, it can safely be said that most sets on the market are union-made. CU has been unable to gather information on some of the plants whose products are rated in this year's report, but gives here a digest of data on most of them.

Detrola. Organized by the IBEW.

Emerson. As reported by CU in 1936 and 1937, this manufacturer continues to be bitterly anti-union. Its 700 employees are reportedly among the lowest paid in the industry.

General Electric. UERMWA contract covers seven plants and approximately 30,000 workers, only part of whom are engaged in radio manufacture.

Lafayette. According to the company, 90% of the sets sold under this name are made in two plants which, CU has learned, are operating under IBEW jurisdiction. The company says it does not know whether the manufacture of the remaining 10% of their product (battery-operated sets) is union or non-union.

Majestic. Wages are very low. This company is reported to be bitterly anti-union.

Philco. As reported in the November 1938 *Reports* the four-month lock-out of members of the UERMWA by this company ended in September, when 10,000 workers voted to accept a compromise agreement. With the men returning to work, union officials withdrew their boycott against this company's products. Under the 2½-year agreement signed with the company, the union won a virtual closed shop, exclusive bargaining rights, abolition of the bonus system, shop stewards, time-and-a-half for overtime and the rehiring of employees from union rolls. Hours were increased from 36 to 40 per week.

RCA. Wages are among the highest in the industry. The UERMWA has a sole bargaining agency contract with RCA, largest radio manufacturing company in the world.

Silvertone. Almost all sets sold by Sears this year, including *Silvertone*, are made by Colonial Radio Corp., which reportedly is owned by the mail-order house and is under contract to the UERMWA. Average employment during 1938 was 920. Minimum weekly wage is \$17.60, average weekly wage \$24.22. Standard work week is 40 hours, with time-and-a-half for overtime.

Stewart-Warner. Strongly anti-union. A company union is maintained. Wages are very low.

Zenith. Strongly anti-union. Wages are very low as compared with unionized shops.

The Story of Gloves

How and of what they are made . . . and how to know a good pair of gloves when you see it

FROM Czechoslovakia, Belgium and France, South America, South Africa and China—from all quarters of the globe—come the skins of which gloves are made. But despite their broad geographic origins, and the confusing variety of trade terms under which they are sold, relatively few leathers are used in most glove manufacture.

Street, sport and dress gloves are made chiefly of sheepskin, goatskin, pig or wild hog skin, and, to a lesser extent, of deerskin; 90% of leather work gloves sold in this country are made of horsehide or cowhide. Often the trade term applies to the way leather is finished, though it may first have applied to the source. Capeskin, for example, originally meant the skin of a wiry-haired South African sheep, shipped from Capetown. Now skins from many varieties of sheep are finished to resemble the original leather, and capeskin serves as a name for all of them.

The table on page 25 gives trade terms, sources and approximate characteristics of the common types of glove leather.

The Processing of Leather

THE transformation of a raw hide or skin into leather begins with the cleansing of the skin, and the removal of hair and hair follicles. Then the skin is ready for tanning, that is, treatment with natural extracts or chemicals for the purpose of preserving its fibers. Most glove leather is alum or chrome tanned—the former produces a non-washable and the latter a more or less washable leather. In order that the tanning agent may thoroughly saturate the fibers, the natural oils in the skin must be removed. After tanning, therefore, it is necessary to treat the skins with some kind of oil to restore their original flexibility.

Once tanned, the skin or hide becomes leather—leather whose quality depends first, on the kind of animal the skin came from; second, on the condition of the particular specimen;

No Ratings

BECAUSE of the nature of the glove market, in which unbranded products and private brands predominate, CU offers no ratings along with this report. The data given is designed to help you get the most for your money no matter what brand or type of glove you may buy.

third, on the care and skill employed in the processing described above. Good glove leather should be soft, supple, elastic, and strong even when thin.

Finish

GLOVES may be given either a "glace" (smooth) finish—in which the characteristic pattern or grain of the leather appears—or a dull, velvety, "suede" finish. By and large, if you are interested primarily in service, you will do well to avoid the glove with the suede finish—for several reasons.

First, the only way in which you will be able to recognize the intrinsically durable leathers, is by looking at the grain. The grain is removed in the dull finish.

Secondly, only by seeing the grain

can you make sure you are getting the best section of any skin. Most skins are too thick for glove leather and are split into two or more sections, of which the top or grain section is the strongest and most valuable. (Its fibers are finest and most tightly interlaced.) You can be sure that at least nine out of 10 suede gloves are made of split leather (not "top"). For suede merely describes a method of finishing degained leather by buffing it on carborundum wheels to produce a dull fuzzy surface.

Thirdly, fuzzy gloves not only soil more readily than smooth gloves but since the suede method of finishing leaves bits of loose fiber which will rub off with use, suede gloves are more likely to shed color.

If you do buy suede, CU advises you to steer clear of the cheap varieties in which the pile looks more like terry toweling than like velvet.

Genuine blackhead mocha is finished by a third process called "frizzing"—the thin grain is removed, and the grain side of the leather is buffed. The finish resembles suede, but the nap is richer, closer and not so fuzzy. Blackhead mocha is generally used without splitting.

Among the most popular gloves for casual wear are the pigskins—and the most closely fibered, and hence most durable come from the wild hog or peccary. Most peccary skins have flaws in the grain—but this defect, far from discouraging manufacturers, seems only to have inspired their advertising departments. A highly successful campaign has been carried on to convince buyers that a few thorn marks in pigskin gloves are desirable since they bear witness to the wild origin of the pig.

However, CU's shopping tour of department and accessory stores revealed that if you are willing to pay \$4 or \$5 for a pair of pigskin gloves, thorn scratches will be absent, and you will have to depend for your assurance on the manufacturer's label saying "Genuine Peccary." It is true that blemishes in the grain do not detract materially from the durability of a glove, but they do detract from its appearance.

There is another type of genuine pigskin on the market—the skin of the South American water hog, called the carpincho. This hog is not a pig; it's a rodent. But carpincho leather—



GRAIN GOATSKIN

. . . looks like this. And the "washable" label is your best assurance of washability.



A GOOD GLOVE

... has gussets (outlined in white) at the base of the fingers for greater fullness.

which is not nearly so durable as peccary—resembles the latter so closely that it may require an expert to tell them apart. To be on the safe side, look for a glove labeled “Peccary”; “Genuine Pigskin” is not enough.

Dyeing of Glove Leather

THE problem of dyeing leather so that it will not “crock” (that is, so that the color will not come off on hands and clothes) and so that the color will also be proof against washing and dry cleaning, has never been satisfactorily solved. Leather for gloves is either dip dyed (both surfaces colored) or brush dyed (outer surface colored).

Construction of Gloves

A SATISFACTORY glove must fit well, and to fit well it must be accurately cut. The finest gloves are “table cut”—that is, the leather is laid flat on a table and manipulated and stretched to produce the right amount of “give.” Each glove is cut individually. Pieces of the skin are matched carefully for texture and grain, and the leather is cut so as to avoid all blemishes. Labor costs are higher for table-cut gloves; more leather is used; and their superiority is, of course, reflected in their price—they can be found for \$3, but usually cost \$4 or more.

Gloves which are table cut are usually so marked, though they may be stamped with the initials TC or with the emblem of the Glovers Guild.

This emblem (of the National Association of Leather Glove Manufacturers) was formerly used only on table-cut gloves and was considered a mark of high quality. It was found by CU shoppers, however, not only on gloves of very high quality, but on very mediocre ones as well. And upon investigation it appeared probable that some manufacturers were using it on gloves which were not table cut.

Good gloves have separate inserts or gussets at the base of each finger to provide for greater fullness and better fit. Also, the thumb piece extends well into the palm of the hand. In most men's gloves, and in women's sport gloves, the body of the glove, called the trunk, is made with an extra tail or “quirk” which fits into the thumb. In cheaper gloves a separate strip is inserted between thumb and trunk and therefore in the place subjected to the most strain, there are two seams which may rip, instead of one.

Seams

MACHINE-SEWN seams are generally stronger, but certain hand-sewn seams produce desirable decorative effects, and if they are well made, their strength is adequate. The stitches, whether hand or machine sewn, should be small and uniformly spaced; 14 machine stitches per inch are considered adequate. The best sewing thread is silk, which is stronger and more elastic than the mercerized cotton so often used.

A good many of the seams found on the market today are combinations or variations of four basic machine types.

The one which is least conspicuous, and is therefore used in many dress gloves, is known as the “inseam.” It is made by placing the outer sides of the two pieces of the glove together, lockstitching through them and then reversing the material so that the stitch is on the inside. The “outseam” is made in the same way, except that the pieces are placed with their inner sides together, and not reversed after stitching.

The “pique” or P.K. seam is made by overlapping the two pieces slightly and stitching directly through them. The result is very neat, inconspicuous, durable and especially adapted to thin leathers.

The “overseam” or “round seam,”

used for lightweight dress gloves, is made by placing the two pieces together as in the “outseam,” but instead of stitching through, the sewing thread travels in a spiral over the edge of the leather. Because only a very narrow width of leather is caught behind the stitches, and because the sewing thread is exposed and abraded during use, the “overseam” is not particularly serviceable.

Linings

LININGS vary from very inexpensive fabrics such as cotton flannelette, which are merely pasted on the inside of the leather, to heavier materials such as wool or fur, which are attached to the outer glove at the cuff and are really gloves in themselves. A good wool lining is generally as warm as a fur lining and is sometimes warmer, since fur becomes matted with use. A very important factor in glove warmth is fit—the glove must be loose to allow free circulation of the blood to the finger tips and to provide a still-air insulating layer.



A GOOD GLOVE

... has the thumb attached like this. In cheap gloves an extra strip is inserted (see text).

Washability

CERTAIN types of leather cannot be washed, even by the most careful methods, and any leather can be ruined if improperly washed. It is safest never to wash a leather glove unless it is distinctly labeled “washable” and unless explicit washing instructions are furnished by the manufacturer and followed by the user.

Choosing a Glove

THE first virtue of any glove is, of course, its suitability for your particular needs. Light-colored gloves are attractive—if you are prepared to keep them clean.

For a woman who wants one pair of all-occasion gloves, capeskin will be a good choice. If she plans to buy two pair, she might choose kid for dress, and pigskin for casual wear. For men who buy only one pair of gloves (and such individuals are much more common than advertising campaigns would indicate) pigskin or capeskin will probably be the most practical selection.

There are no hard and fast rules for judging the quality of leather gloves. You will not, however, be entirely at the retailer's mercy if you remember to:

1. *Examine the label.* It should tell you what type of leather is used in the glove. (For example, "Peccary Pigskin" or "Blackhead Mocha.")

2. *Examine the leather.* Press it gently and draw it through your fingers. It should feel soft, supple and alive—not papery or stiff. And see that the different pieces of leather in the glove are reasonably well matched (in dip-dyed gloves, examine the matching of dye on the inside also). Finally, put the glove to your ear and stretch the leather. If it hasn't sufficient "give" you will hear a tearing sound.

3. *Examine the construction.* Careful construction is, among other things, a fair indication of the manufacturer's own estimate of the worth of his leather. Table-cut gloves are usually identified as such. For men's gloves and women's sport gloves, gussets at the base of the fingers should be a minimum requirement.

4. *Rub the glove with your handkerchief* to see if the color comes off (especially important for suede gloves, and for deep shades).

5. *Make sure the glove is large enough.* Tight gloves wear out rapidly because they are under strain; they are uncomfortable because they impede circulation and prevent the evaporation of perspiration. Try the gloves on both hands before you leave the store. (Even those stores which insist on payment before kid gloves are tried on will rectify an obvious misfit at the time of purchase.)

With care you can appreciably increase the life span of leather gloves. They should be pushed—not pulled—on and off. They should not be allowed to get hotter than body heat.

(Don't dry them over the radiator!) When you take them off, smooth them out while they are still warm, and if they are damp, leave them in the air to dry before you put them away.

Common Types of Glove Leather

TRADE NAME	ANIMAL	TEXTURE
For Dress, Sport and Street Wear		
Capeskin (Cabretta, Kidtwin, Afrikid)	Sheep	Genuine South African hair sheep; durable, light and flexible, close grain. Term loosely applied to any dip-dyed sheepskin given glacé finish
Pigskin (genuine) Peccary, &c.	Various types of Pig or Wild Hog	Peccary; thin, soft, very durable. Carpincho can be labeled genuine pigskin; spongier, scuffs more easily. Domestic pig; hard and tough
Piggrain, Pigtex, Pigtwin, Pigette, &c.	Generally Sheep or Goat, embossed on grain side to simulate true pigskin	Durability varies widely
Kid (Chevrette, Amor skin, &c.)	Young Goats	Genuine kid from goats 4- to 6-weeks old; very thin and flexible; very strong for its weight; the "finest" dress leather. Term loosely applied to grain glove leather from sheep or lambs of wool or hair types
Goatskin	Goat	Durable, supple, tight grain
Mocha	Sheep	Genuine blackhead mocha, velvety, very durable; one of the finest leathers. Term also used for other sheepskins of mediocre quality
Doeskin	Sheep or Lamb	Quality varies widely; generally split leather, flesh side or middle section. Real doeskin (frazed skin of doe) very rare
Chamois (domestic)	Sheep	Best is very soft, porous, and not particularly durable
Buckskin (genuine)	Deer	Soft, warm, very durable; heavier than other velvet-finished leathers
"Jack" Buck	South American Short-legged Deer	Heavy, thick, good for work gloves; splits sometimes sold as buckskin and may be very weak
Lamb	Lamb	Resembles kidskin, sometimes sold as such. Not so durable. Plastic rather than elastic
Suede (Suedo, Suedura peau d'ange, &c.)	Generally Sheep	Not the name of any leather, but describes suede method of finishing leather. Durability varies widely; likely to "crock"
Work Gloves		
Horsehide	Horse	Best leather from front of hide; uniform texture, good strength and stretch
Cowhide	Steer	Best cowhide used for shoes. When properly tanned for gloves cowhide is soft, pliable, strong

The Labor Reporter

• Of special interest at this season is the newest of CIO unions, the "Playthings and Novelty Workers Union," which just recently received its charter. Organized with a nucleus of 10,000 workers in 14 locals, the new union has announced plans to enroll all of the 100,000 workers employed in the toy industry.

• From Butte, Montana comes word that union-produced Christmas trees and decorations are on the market there. Whether such trees are available elsewhere, CU is unable to report at this writing.

• The AFL Weekly News Service announces that a nation-wide drive against publications produced by the large anti-union printers, R. R. Donnelley & Sons, is beginning to show results. *Current History* and *The Catholic Messenger* (a magazine with a quarter of a million circulation) have both left this printer for union firms. Pressure is being organized against other clients, including *Time* and *Life* magazines, Bobbs-Merrill, book publishers, and Sears-Roebuck and Montgomery Ward, both of whom still allow the Donnelley firm to print their catalogs. The A&P chain recently announced that all printing for all of its establishments would be done hereafter only in those printing concerns which have the right to use the union label.

• The *People's Press* reports that "Hollywood is getting a chuckle out of the way Harry Bridges' daughter came back at classmates who snubbed her because their parents had told them that the offspring of a labor leader is practically as dangerous as Franklin Delano Roosevelt. Meeting Lionel Stander at a party, the president of the International Longshoremen's and Warehousemen's Union [Bridges] asked the movie actor to get her Shirley Temple's autograph. Stander got the autograph. Bridges' daughter took it to school, and immediately became the idol of the former snubbers. The autograph said: 'I think your daddy is swell. Shirley Temple.'"

There's Too Much Lead on Fruit

... for consumers' health—but still too little to suit the growers. How the latter are trying to raise the lead tolerance; and what the doctors say

FRUIT growers evidently consider the recent raising of the lead tolerance on fruit (see November Reports) as no more than a minor and preliminary victory. They are now pressing for a tolerance of .05 grain of lead per pound of fruit—twice that of the newly set tolerance, almost 3 times that of the old one; for an arsenic tolerance $2\frac{1}{2}$ times greater than the present one; and for a fluorine tolerance 5 times the old amount set by the Food & Drug Administration. The higher the tolerance, growers argue, the less the time and money they will have to spend in cleaning spray residue off their fruit.

But even the excessive amounts now being worked for may be regarded as too low by the fruit growers. Congressman Knute Hill of Washington is quoted in a recent issue of a farm paper as saying that if the "liberalized" tolerance is not still further modified it is "imperative" that it be entirely lifted.

If Secretary Wallace cannot be prevailed upon to accede to the demands of the fruit growers, said Congressman Hill, "we will have to take advantage of the court review clause of the Food and Drug Bill and battle it out with the Department through the courts." (CU members will remember that the court review clause was written into the Bill at the behest of the International Apple Growers Ass'n.)

IN the light of these facts and potentialities, a report given by Dr. Herbert O. Calvery at the 89th annual session of the American Medical Ass'n and printed in the Association's *Journal* for November 5, takes on unusual interest.

The report summarizes the results of a year's investigation by a large group of scientists and doctors on the chronic effects of lead and arsenic as exhibited by experimental animals fed varying amounts of both. It was found that the amount of lead stored

in the body was directly dependent upon the amount ingested and, furthermore, that storing of lead took place even at the lowest level of lead given—namely, 3.53 parts per million, approximately that allowed by the new tolerance.

The harmful effect of the lead was manifested in numerous ways; anemia and damage to the brain and kidneys were among the results. Noting the striking extent of the damage to the kidneys, Dr. Calvery concluded that, "The kidney is one of the first organs, if not the first, to show injury as the result of lead in the diet."

Several findings of the investigation indicate that spray residue may present an especially grave hazard to children. Bone analyses revealed that young dogs given the lead had stored much larger quantities of it than mature ones despite the fact that they had been kept on the experimental diet just half as long. An adverse effect on growth and the transference of lead to the young through the mother's milk were among other results noted.

The report emphasizes that the experiment was so conducted as to minimize rather than exaggerate the harmful effects of lead; most of the animals were kept on a diet providing a high calcium intake, which tends to prevent storage of lead. Some of the dogs, however, were fed on a diet with a calcium content comparable to that of the aver-

More Fluorine

As we go to press, word is received that the Secretary of Agriculture has set a new tolerance for fluorine of .02 grain per pound, or approximately 2.8 parts per million. This is twice the amount previously allowed.

Fluorine is a natural contaminant of water in some parts of the country. Its presence in drinking water has been found to produce mottled enamel—a condition which makes the teeth extremely unsightly and often leads to their early disintegration.

age American diet. Among these animals it was found that serious and even fatal poisoning followed a daily ingestion of an amount of lead which was only 5 times that of the old tolerance.

At the time the report was made (July 17) Dr. Erwin E. Nelson, Professor of Pharmacology, Tulane University, commented that the evidence presented "would make one hesitate to approve" a raising of that tolerance. Unfortunately, the Public Health Service, upon whose recommendation the tolerance was raised, seemed to feel no such hesitation.

ONE of the hopeful aspects of the spray residue problem is that farmers may eventually realize that in spraying their produce as frequently and heavily as they desire, they are actually working to their own economic disadvantage.

In the discussion among American Medical Ass'n members which followed Dr. Calvery's report, Dr. P. J. Hanzlik, Professor of Pharmacology, Stanford University, told of one farmer who lost a flock of 5,000 turkeys after they had been driven through an orchard; of another whose team of horses died after nibbling alfalfa in a fruit grove; and of a pest control operator who came to him saying: "What can I use in the place of lead arsenate? I am practically broke from spraying with airplanes and having some of the spray drift to adjoining ranches and having to pay indemnities for losses of cattle."

Another physician, Dr. Floyd DeEds, pointed out that farmers may become more cooperative when the economic aspects of the spray residue problem become acute. According to him, the accumulation of spray materials in the soil of Washington State during the past 20 years has made the land toxic to so many kinds of plant life that the State College is seeking an antidote for soil poisoning.

Undoubtedly the majority of small farmers oppose tolerances because they are ignorant of the harmful character of the lead and arsenic insecticides they use. Damage to their livestock and soil may convince them that the public, too, must have protection against fruit and vegetables bearing dangerous amounts of these poisons.

The Facts About Blankets

. . . don't appear on their labels, which makes blanket buying a difficult job. Here is some information to help you, plus ratings of 17 brands—both all-wool and part-wool

IT may be all wool and two yards wide and still be a very bad blanket. And you wouldn't be the first conscientious shopper to be deceived by the charms of a product made of inferior wool; nor the first to buy a beautifully napped surface achieved at the expense of fabric strength.

The manufacturers could make blanket buying a relatively simple business—by labeling their products fully and informatively. Instead, they usually present not more than two of the seven facts that you really need to know. Some labels tell you the wool percentage and most tell you the blanket size; but all of them should tell you additionally about weight (total and ounces per square yard); tensile strength; warmth; type of binding; quality of wool.

In order to take full advantage of informative labels most consumers would need to learn somewhat more about the desirable weight, strength and other qualities of a good blanket. There are limits, however, to the number of facts which even the most conscientious consumer should be expected to remember—CU hopes that some day it will be possible to walk into a store and choose a blanket marked "U. S. Grade A."

The best labels which CU has seen, so far as amount of information goes, are those provided by the makers of Chatham blankets, who include in their label statement all the essential points of information. But the numerical terms in which the information is stated need to be better explained, and CU tests failed to confirm the accuracy of the label on the most important point: the heat-retaining power was actually the poorest of any blanket tested, and not, as claimed, 17% better than average.

THE most important virtues in a blanket are warmth and durability

without excessive weight. You will want something strong enough to survive laundering and to resist wear by rubbing; warm enough to keep out cold drafts; light enough to be comfortable; and, of course, cheap enough to meet your budget.

Warmth in a blanket depends on the ability of the fabric to act as a heat insulator. And this, in turn, depends on the amount and kind of fiber used in it; on the degree of napping; on the closeness of the weave.

Wool fibers, in general, give the greatest amount of warmth (for their crimp and scaly surfaces enmesh air into the cloth and this "still" air helps retain heat generated by the body). Wool is also naturally elastic and will come through a careful laundering with much of its original fluffiness, whereas a cotton blanket must be re-napped after laundering.

Most household blankets are all-wool, all-cotton, or a combination of the two. Most experts agree that the wool content must be at least 25% to make an appreciable difference in warmth and to lend to a blanket such desirable woolen characteristics as fluffiness, elasticity and the ability to absorb moisture without feeling damp. On the average, the part-wool blankets tested by CU were not only lighter in weight and less warm than the all-wool, but decidedly inferior in strength, resistance to abrasion, thickness and quality of binding. On the other hand, of course, they cost less.

There can be no final answer to the question of whether to buy an all-wool or a part-wool blanket. Good all-wool blankets give greater warmth and comfort and their greater durability may compensate in the long run for their higher selling price. For those who cannot afford good all-wool, however, there can be no doubt that the better grade part-wool blankets represent better buys than the poor all-wool.

**CONSUMERS UNION
55 VANDAM ST., NYC**

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- ☐ \$1 for all 1936 issues.
☐ \$1.50 for all 1937 issues.
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- ☐ \$5 for all issues through October, 1938.
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NAME

ADDRESS

Back Issues—Low Prices

This listing gives partial contents of all issues of CU Reports published through October, 1938.

MAY, 1936—Hosiery, Aika - Seltzer, Toilet Soaps, Milk, Toothbrushes.

JUNE—Vegetable Soup, Vegetable Seeds, Anacin, Baume Bengue.

JULY—Used Cars, Travel, Cooperative Distributors.

AUG.—Heating Equipment, Hosiery (higher priced), Bread, Laundry Soaps, Coney Island (bacterial tests).

SEPT.—Shoes, Tires, Whiskies, Hot-Water Bottles, Rubbers.

OCT.—Dentifrices, Men's Shirts, Coal and Oil, Brandies, Gins, Rums & Cordials.

NOV.—Children's Shoes, Electric Toasters, Baking Powder, Wine.

DEC.—Vacuum Cleaners, Mineral Oil Nose Drops, Electric Irons, Fountain Pens, Blankets, Tomato Juice.

JAN.-FEB., 1937—Men's Suits, Shaving Aids, Hand Lotions, Maple Syrup.

MARCH—Sheets, Face Powders, Flour, Canned Asparagus & Cherries.

APRIL—Aminopyrine, Cold Cream, Men's Shirts.

MAY—Trailers, Washing Machines, Constipation.

JUNE—Large Cameras, Sanitary Napkins, Constipation.

JULY—Miniature Cameras, Fans, Ice Boxes, Constipation.

AUG.-SEPT.—Ice Cream, Photographic Equipment, Inner Tubes, Fish Baits, Raincoats, Electric Clocks, Constipation.

OCT.—Auto Radios, Cereals, Heating Equipment, Constipation.

NOV.—Anti-Freezes, Portable Typewriters, Men's Hats, Constipation (concluded), Sewing Machines.

DEC.—Elec. Shavers, Lipsticks, Cigars, Toys, Radios.

JAN., 1938—Lisle & Rayon Stockings, Men's Shorts, Batteries, Vitamins.

FEB.—1938 Automobiles (ratings), Vitamins A & D.

MARCH—Coffee, Razor Blades (Gillette type), Mechanical Pencils, Depilatories, Women's Shorts, Vacuum Cleaners (three models).

APRIL—Tuna Fish, Electric Ranges, Electric Heating Pads, Mattresses, Radio Antennas.

MAY—Permanent Waves, Waffle Irons, Razor Blades (Gem-type), Canned Peas & Aspicots, Bicycles & Velocipedes, Bedsprings.

JUNE—Dog Foods, Refrigerators, Canned Fruits & String Beans, Men's Handkerchiefs, Cleansing Tissues.

JULY—Cigarettes, Sunburn Preventives, Sunglasses, Gasoline, Motor Oils.

AUG.—Coca-Cola, Catsup, New Cameras & Equipment, Sneakers, Furs.

SEPT.—Men's Shirts, Shampoos, Children's Shoes, Furnaces & Boilers.

OCT.—Alkalizers, Auto Tires, Food Mixers, Dry Cleaning, Oil Burners, Coal Stokers.

You can often tell something about wool content from labels. Under a voluntary agreement accepted by most of the industry at the invitation of the National Bureau of Standards, no blanket containing less than 5% wool can carry the word "wool" in any form; to rate the label "part-wool not less than 5% wool" blankets must contain between 5% and 25% wool; and only those blankets which are 98% wool or more can be labeled "all-wool."

Between 25% and 98%, blankets must be labeled with the guaranteed minimum wool content in percentage, if the terms "wool" or "part-wool" are used in any form. Obviously blankets labeled "not less than 5% wool" will not be likely to contain much more than the 5%. And, unfortunately, reticent manufacturers need not label their blankets at all; nor is there any guarantee against false statements.

All except two of the blankets tested by CU were correctly labeled as to wool content. The *Blue Ribbon* and *Cannon-Leaksville Cavalier* blankets (the former listed in the Western Edition only) failed by a small margin to meet their claims as to wool percentage, but since the quality of these blankets was generally high, little importance need be attached to the misbranding.

You can roughly compare wool quality of two blankets by squeezing several thicknesses of each in your hand. The more springy and resilient blanket is likely to be made of better wool.

THE fuzz or nap of a blanket is intended to increase warmth by increasing the number of air pockets in the fabric. Napping does increase air pockets; but it also causes some loss in strength and, if excessive, may seriously weaken the fabric.

The napping is done by tiny iron claws or "teazels" which gently lift the free ends of the fibers in the filling yarn. If these fibers are long and strong they remain anchored in the fabric and the result is a strong cloth with a good warm nap; if they are weak or short they break or are pulled loose.

Moreover, the effect of napping will depend on the blanket's weight. A light or thin blanket may easily be overnapped and thereby lose strength and sometimes even warmth. A heavy

blanket can stand much more napping.

Here are some simple tests for excessive napping which you can make yourself at the blanket counter. Rub the blanket briskly with the palm of your hand and pull gently on its nap. Does it come off in the form of lint? If it does, look elsewhere for your blanket. Next, if the blanket meets this first test, lift it by its nap—holding it somewhere near the center. The nap of a good blanket will support the entire weight without breaking.

Of the facts which determine the price of an all-wool blanket, weight is the most important. A manufacturer will sometimes include in his label the finished blanket weight. If he doesn't, there may be scales available in the store and you can ask to see the blanket weighed. Unfortunately, however, you will generally have to calculate for yourself the data that you really need—weight per square yard. For only with this information can you make weight comparisons between blankets of different sizes. The following table should be useful in helping you to estimate this factor (the figures apply to a blanket 72 x 84 in.):

TOTAL WEIGHT	PER SQ. YD.
LBS.	OZ.
4½	15
3½	12½
3	10½

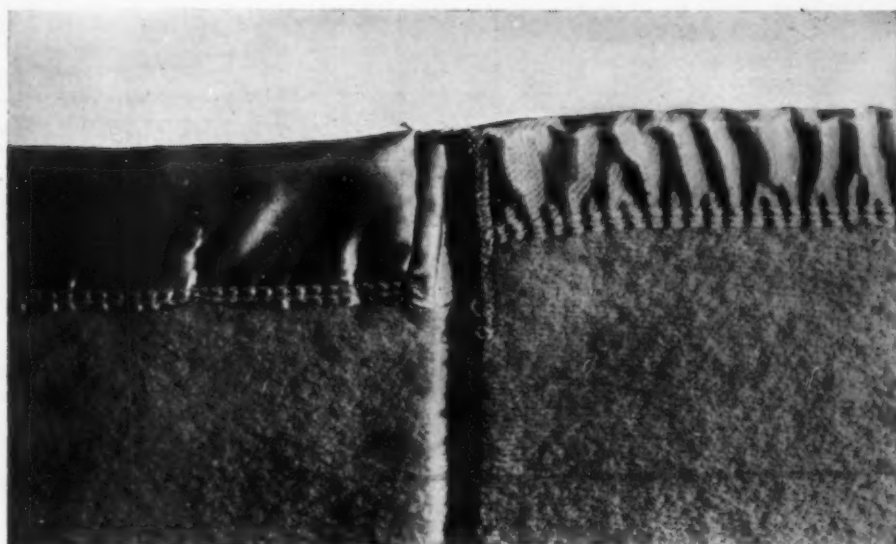
A Warning

CU feels that all members who own or plan to buy kitchen stoves should be informed that a defective latch on a *Magic Chef* gas stove recently caused the death of a two-year-old child.

The latch failed to engage the top cover of the stove, which fell down, knocking over a saucepan of boiling water that fatally scalded the child.

The stove was a Model 1854. Several other *Magic Chef* models in the 4200, the 1800, and the 800 series use the same construction—a thin latch bar which drops of its own weight over a bolt in the side of the stove to hold up the lid when the burners are in use. The lid is unstable unless the latch is engaged, and the construction is never perfectly safe—although it will be considerably safer if you install a spring to reinforce the latch mechanism.

The safest constructions are those in which the lid leans backward in a stable position when it is opened, or else is dropped safely into a pocket behind the stove top.



LOOK CLOSELY AND YOU'LL SEE

... that the blanket on the right is cut crooked; also that its binding is made of rayon taffeta—less satisfactory (lower thread count) than the rayon satin binding on the left

Mere weight, in itself, is not a desirable blanket attribute. But if two blankets contain an identical percentage of wool of the same quality, the heavier, in most cases, will also be the warmer and stronger. If the percentage of wool differs, of course, no conclusion can be drawn from the weight.

SOMETIMES the labels include information on blanket strength—usually given in terms of tensile strength (measure of the force required to pull apart a specified strip of the fabric). To interpret this information it is important to remember that filling strength should not be less than 20 lbs., and warp strength should not be less than 30 lbs. Also, since blanket strength is almost always lower in the filling (crosswise direction) than in the warp (lengthwise direction), the filling strength is more important. In CU's tests, filling strength of all-wool blankets ran from 9 lbs. to 59 lbs. and warp strength from 18 lbs. to 86 lbs.

While you're thinking of strength, remember to buy the blanket long enough. Many blankets won't stand the strain of being tugged up over your shoulders night after night. For adults, 84 inches is usually the minimum satisfactory blanket length; but an increasing number of blankets are made 90 inches long. For the minimum width, measure your mattress and add an allowance for the depth of the two sides.

You will probably be wise to allow a few inches over this minimum for shrinkage (every blanket shrinks somewhat in laundering) and for room to thrash around in bed.

In 1924 a set of standard blanket measurements was voluntarily set up by a group of manufacturers under the sponsorship of the National Bureau of Standards. You'll find that almost every blanket comes in these sizes. Most blankets now are correctly marked for size, but if you want to check the label you can, of course, measure the blanket yourself.

Other things being equal, a thicker blanket will of course be warmer. Since blanket surfaces are uneven and the blanket compressible, there is no reliable method by which the consumer can measure thickness. (In CU's tests the measuring was done by a special instrument—the "compressometer.")

In the laboratory, abrasion tests give a fair indication of a blanket's ability to withstand wear by rubbing. For example, in CU's tests the *Fieldcrest Wearwell* "wore out" after only 141 rubs against an abrasive surface, while three other blankets lasted for more than 800 rubs. In the store, however, until the happy day when manufacturers label their goods fully, the consumer without benefit of CU will be forced to guess by the look and feel of a blanket just how well it will wear.

The most durable blanket binding

is sateen. Unfortunately, however, sateen does not hold its color so well as the less durable silk or rayon and it soils more easily. Remember that a "tape" binding woven to the required width is much less likely to fray than a binding cut from a wider piece of fabric. Remember also to examine the binding for fineness of weave and to note how firm, frequent and regular the stitching is. The edges of some of the rayon bindings are raw and require, therefore, at least two rows of stitches. For best appearance and wear the binding should be boxed at the corners (i.e., turned under so that no raw edges appear).

Be sure to unfold the entire blanket and see that the shade is even all over, and that the weave and fiber are uniform (especially as between the border and the body of the blanket). Hold the blanket up to the light so that you can note any discrepancies in weave and at the same time make sure the blanket is cut straight—not just finished to look that way. The end should be parallel to the filling threads.

PROPER care will make an appreciable difference in the durability and appearance of blankets. If they are long enough to tuck in securely they will not wear out so soon; if the sheets are tucked over them they will soil less.

Be careful to send your blanket only to a reliable laundry or dry cleaner whom you know to possess special blanket-cleaning equipment. If you launder it at home use only lukewarm water and mild pure soap (such as *Kirkman's Soap Chips*, *Ivory Snow* or *Palmolive Beads*), not soaps containing alkaline builders (such as *Rinso* and *Oxydol*, both injurious to wool; see *CU Reports*, August 1936).

Wool blankets especially must not be subjected to sudden changes in the temperature of the water—such changes or strong soap, or rubbing, will "felt" the wool (i.e., cause its fibers to interlock and form a hard surface which reduces warmth and increases shrinkage). Wash the blanket as quickly as possible with as little handling as you can manage, for wool fibers swell and are weakened when wet. Scrub the binding—and any especially soiled spot—with a soft, sudsy brush.

You can use either a machine or your hands for washing. But in the

latter case be especially careful not to rub any portion of the blanket together—merely squeeze the suds through it. If you use the machine don't let it run more than five minutes. Press out the water without twisting or hand wringing, and preferably without the use of a mechanical roller-type wringer.

Rinse the blanket in several changes of water, squeezing out the moisture after each rinse. Dry it on a line—out of intense sunlight, which may weaken the fibers—and for the first 15 minutes of the drying process, keep pressing out the water as it runs to the bottom. After that, until the blanket is dry, you had better shake it gently at intervals to restore its fluffiness. When it is thoroughly dry you can improve its appearance by brushing up the nap.

Finally, your blanket will need moth protection when it is put away during the Summer. Probably it will be sufficient to clean it and wrap it immediately in a tightly sealed paper package. For added protection, use a moth killer such as naphthalene (see *CU Reports*, May 1937).

And if you have bought a "moth-proofed" blanket you might prepare to demand fulfillment of its five-year guarantee. CU hopes you won't need to use it. But according to reliable authorities, the mothproofing does not always withstand repeated cleaning or laundering.

All-Wool

Best Buys

American Woolen Beaverbrook (American Woolen Co., NYC). \$9.97. 72x84 size. All-wool of good quality. Weight 4½ lbs. (14.8 oz. per sq. yd.). Thickness 0.29 in., good. Tensile strength good: warp, 44 lbs.; filling, 40 lbs. Heat retention good. Fair resistance to abrasion. Binding: high count pure dye silk satin tape, of excellent quality. Colorfast to washing. Highest quality of blankets tested.

Mariposa Winmoor (Shuler & Benninghofen, Hamilton, Ohio). \$7.94. 72x84 size. All-wool, but wool of coarse quality. Weight 4 lbs. (13.2 oz. per sq. yd.). Thickness 0.24 in. Tensile strength good: warp, 41 lbs.; filling, 43 lbs. Heat retention good. Resistance to abrasion fair. Binding: high count silk and rayon satin tape, of good quality. Colorfast to washing.

Also Acceptable

(In approximate order of merit)

El Dorado Wolgro (sole distrib., Calif. Wool Growers' Ass'n, 595 Mission St., San Francisco; by mail). \$10.95 plus shipping charges. 72x84 size. All-wool of good quality. Weight 4½ lbs. (13.7 oz. per sq. yd.). Thickness 0.21 in., below average. Tensile strength excellent: warp, 55 lbs.; filling, 59 lbs. (claimed: 42 to 47 lbs. and 32 to 38 lbs.). Heat retention good. Fair resistance to abrasion. No binding, but edge well serged. Colorfast to washing. A very durable blanket, but ranked only fair in warmth. Second highest in quality of blankets tested.

Golden Dawn Bar Harbor (sole distrib., J. C. Penney chain stores). \$9.90. 80x90 size. All-wool of good quality. Weight 5 lbs. (14.5 oz. per sq. yd.). One of two thickest blankets: 0.30 in. Tensile strength fair: warp, 36 lbs.; filling, 20 lbs. Heat retention good. Resistance to abrasion best of blankets tested. Binding: medium count acetate rayon satin cut, of fair quality. Colorfast to washing. Guaranteed mothproof for 5 years.

Gibboney Hollis (Gibboney Mills, Reedsville, Pa.). \$8.89. 72x90 size. All-wool of good quality. Weight 4½ lbs. (13.7 oz. per sq. yd.). Thickness 0.24 in., average. Tensile strength somewhat low: warp, 39 lbs.; filling, 30 lbs. Heat retention fair. Excellent resistance to abrasion. Binding: medium count acetate rayon satin cut, of fair quality. Colorfast to washing.

North Star Barbizon (North Star Woolen Co., Minneapolis). \$9.95. 72x90 size. All-wool of good quality. Weight 4½ lbs. (13.6 oz. per sq. yd.). Thickness 0.29 in., good. Tensile strength somewhat low: warp, 36 lbs.; filling, 30 lbs. Heat retention good. Resistance to abrasion fair. Binding: high count silk and rayon satin tape, of good quality. Colorfast to washing.

Kenwood Arondac (F. C. Huyck & Sons, NYC). \$8.95. 72x84 size. All-wool of good quality. Weight 4 lbs. (13.0 oz. per sq. yd.). Thickness 0.24 in., medium. Tensile strength fair: warp, 36 lbs.; filling, 19 lbs. Heat retention good. Good resistance to abrasion. Binding: high count silk and rayon satin tape, of good quality. Colorfast to washing.

Sears' Slumbersound Cat. No.—7564 (Sears, Roebuck & Co.). \$9.99 plus postage. 72x84 size. All-wool of good quality. Weight 4½ lbs. (14.0 oz. per sq. yd.). Thickness 0.27 in., good. Tensile strength fair: warp, 28 lbs.; filling, 43 lbs. Heat retention good. Good resistance to abrasion. Binding: medium count acetate rayon satin cut, of fair quality. Colorfast to washing. Guaranteed mothproof for five years.

Chatham Ronda (Chatham Mfg. Co., NYC). \$7.95. 72x84 size. All-wool of fair quality. Weight 4½ lbs., 4 lbs. claimed;

(14.5 oz. per sq. yd., 13.8 oz. claimed). Thickness 0.22 in., low. Tensile strength excellent: warp, 86 lbs. (65 lbs. claimed); filling, 43 lbs. (22 lbs. claimed). Heat retention poorest of all blankets tested (claimed 17% above average.) Good resistance to abrasion. Binding: medium count acetate rayon satin cut, of fair quality. Colorfast to washing. Claimed to be mothproofed.

St. Mary's Rio (St. Mary's Woolen Co., NYC). \$10.50. 72x84 size. All-wool of good quality. Weight 3¾ lbs. (13.0 oz. per sq. yd.). Thickness 0.22 in., somewhat low. Tensile strength good: warp, 55 lbs.; filling, 41 lbs. Heat retention good. Good resistance to abrasion. Low count cut rayon taffeta binding but binding serged to prevent fraying. Binding quality inconsistent with high quality of blanket itself.

Not Acceptable

Cannon-Leaksville Featherlite ("made expressly for B. Altman & Co., NYC, by Cannon-Leaksville"). \$7.95. 72x90 size. All-wool of good quality. Weight 3½ lbs. (10.9 oz. per sq. yd.). Thickness 0.24 in., slightly low. Tensile strength of filling very poor, 9 lbs.; warp, 45 lbs. Heat retention fair. Fair resistance to abrasion. Binding: high count pure dye silk satin tape, of excellent quality. Colorfast to washing. Low weight of this blanket does not justify poor strength.

Esmond Belvedere (Clarence Whitman & Sons, NYC). \$6.75. 72x84 size. All-wool, but wool of coarse quality. Weight 3½ lbs. (11.9 oz. per sq. yd.). Thickness 0.23 in., slightly low. Tensile strength of warp very poor, 18 lbs.; filling, 38 lbs. Heat retention fair. Fair resistance to abrasion. Binding not colorfast. High count silk and rayon satin tape.

Part-Wool

Best Buy

Ward's Cat. No.—3160 (Montgomery Ward & Co.). \$4.89 plus postage. 70x80 size. Claimed "not less than 80% wool"; actually 84% wool of fair quality. Weight 3¼ lbs. (11.5 oz. per sq. yd.). Thickness 0.18 in.¹ Tensile strength: warp, 36 lbs.; filling, 36 lbs. Heat retention fair. Fair resistance to abrasion—highest of part-wool blankets. Binding: none, edge bound with serging. Not colorfast. Highest quality of part-wool blankets.

Also Acceptable

Cannon-Leaksville Cavalier (Cannon-Leaksville Co., NYC). \$3.99. 72x84 size. Claimed "not less than 50% wool"; actually 48.5% wool of good quality (the discrepancy is not serious). Weight 3¾

¹Under pressure of 0.1 lb. per sq. in.

lbs. (11.1 oz. per sq. yd.). Thickness 0.21 in. Tensile strength: warp, 24 lbs.; filling, 27 lbs. Heat retention fair. Resistance to abrasion poor. Binding: acetate rayon taffeta cut, of fair quality. Colorfast to washing. Second best in quality of part-wool blankets.

Sears' Slumbersound Cat. No. —7464 (Sears, Roebuck & Co.). \$3.89 plus postage. 72x84 size. Claimed "half-wool"; actually 52.7% wool of good quality. Weight 3¼ lbs. (11.7 oz. per sq. yd.). Thickness 0.22 in. Tensile strength: warp, 21 lbs.; 27 lbs. Heat retention fair. Resistance to abrasion poor. Binding not colorfast, rayon taffeta cut. Not "sure color" as claimed.

Pepperell (Pepperell Mfg. Co., Boston). \$2.99. 72x84 size. Claimed "not less than 25% wool"; actually 32.6% wool of poor quality. Weight 3¼ lbs. (13.5 oz. per sq. yd.). Thickness 0.22 in. Tensile strength: warp, 29 lbs.; filling, 34 lbs. Heat retention poor. Resistance to abrasion poor. Binding not colorfast, rayon taffeta cut.

Double Blanket

Not Acceptable

Fieldcrest Wearwell (Marshall Field & Co.—sold by Marshall Field and others). \$4.98. 72x84 size, double thickness. Claimed "not less than 25% wool"; actually 28.2% wool of good quality. Weight 4½ lbs. (8.1 oz. per sq. yd. for single layer). Thickness 0.17 in. (single layer). Tensile strength (single layer) poor: warp, 20 lbs.; filling, 15 lbs. Heat retention good (two layers). Resistance to abrasion lowest of all blankets tested. Binding not colorfast, rayon taffeta cut. (Unlike the other blankets tested, this was a "pair," or double-length blanket intended to be used folded double.)

Reports to Come

TEST projects on a number of important commodities are currently under way, and reports incorporating the test findings are scheduled to appear in early issues. Among the products to be covered in these reports are the following:

TOILET SOAPS
LAUNDRY SOAPS
HAIR DYES
ROUGE
1939 AUTOMOBILES
RADIO-PHONOGRAPHS
SHEETS & TOWELS
MEN'S & WOMEN'S SHOES
CANDY BARS
CANNED TOMATOES

The DOCKET

Notes on government actions against misleading advertising, false claims, dangerous products

THE notes that follow are taken from Federal Trade Commission releases on its stipulations with and complaints against advertisers.

The Notices of Judgment under the Food & Drug Act refer to individual shipments of the products involved.

We urge CU members to send in to the FTC any advertisements that appear to be false or misleading. Ask that the FTC give its opinion of them; and ask what it intends to do about them.

The Federal Trade Commission has issued a complaint against:

Sal Hepatica (Bristol-Myers Co.). According to the complaint, advertisements for *Sal Hepatica* represent that it will counteract all systemic acid conditions of the body, that it constitutes a scientific and successful treatment for colds and an effective cure and remedy for headaches. These claims, the complaint charges, are false and misleading except that *Sal Hepatica* may be beneficial in cases where gastric hyperacidity is present (see *CU Reports*, November 1938, for information regarding gastric hyperacidity).

The Federal Trade Commission has taken action against:

Glessco Emulsified Nose Drops (The Glessner Co.). According to the stipulation the Glessner Co. admits that the use of its product will not accomplish the results claimed and agrees to stop advertising that its nose drops will give quick or sure relief from head colds and will reduce the swollen membranes or allay the pain of head colds. It is to be hoped that the Commission will take similar action against more widely advertised nose drops, such as *Vicks Va-tro-nol*, for which similar claims are made.

Remington Portable Typewriters (Remington Rand, Inc.). The respondent company agrees to cease advertising that its portable typewriters can be purchased for 10¢ a day unless it is explained that such payments are in addition to a down payment and

apply only to certain models, and that any articles are given free when in fact the price thereof is included in that of some other article for which payment is required.

The Food & Drug Administration has seized:

Nod (Reader Drug Co.). Analysis of this product showed each tablet to contain 1½ grains of phenobarbital and 2 grains of aminopyrine. It was alleged to be misbranded because statements on the label created the impression that the article was a safe remedy for insomnia and nervousness while in reality it was a dangerous preparation.

Rinex (Rinex Laboratories). Analysis of this article showed it to contain acetophenetidin, aspirin, quinine, camphor, a laxative drug and sodium bicarbonate. It was alleged to be misbranded because statements in the labeling regarding its curative and therapeutic effectiveness for head colds, hay fever, catarrh and asthma were false and fraudulent.

Candy. Products of a number of manufacturers have been seized including *Jungle King Kraut* (Primrose Candy Co.) samples of which were found to contain rodent hair and evidence of insect infestation; 10 barrels of chocolates and nine barrels of hard candies (S. F. Whitman & Son, Inc.) which contained sticks, splinters, bits of paper and nondescript filth; candy fruit bars (Hartsell Candy Co.) which were infested with insects and contained rodent hair; several brands of candy manufactured by the Pelican State Candy Co. and *Kiddo, Good Time, Oky-Doky* and *Penny-Anny* candy bars (Consolidated Candy Co.) which were insect-infested; *Piloncillo* candy (Pickens-Bunting Co.) which contained excessive lead; *Chocolate Cherry Cobbler* (Puritan Chocolate Co.) which contained undeclared sulfur dioxide; *Peco Nut Squares* and *Jumbo Mint Lumps* (Specialty Candy Co., Inc.) which were found to be insect-infested and to contain rodent hair, excreta and nondescript dirt.

★ The Staff Reports ★

THERE are two faintly cheerful deductions to be made from the increase in business-controlled consumer services. One is that honest consumer organization has become strong enough to have its effect on both advertisers and manufacturers. (They brood on this fact at length in their own trade journals.) The other is that consumer education is making even advertisers—long satisfied to regard the consumer with lofty contempt—recognize that the victim possesses, and is beginning to apply, critical intelligence.

Parents' Magazine, which recently inaugurated a "Consumers' Service Bureau," expresses the latter point:

"You may have asked yourself," says *Parents'*, "can advertisers substantiate the claims they make . . . ?"

Knowing that some such horrid doubt may have crossed your mind, *Parents'* hastens to offer reassurance—plus its "Consumers' Service Bureau." The description of the Bureau is rather carefully arrived at. You are told that Mrs. Barbara Daly Anderson, Director of the Bureau, "investigates at first hand many research and chemical laboratories in which manufacturers conduct extensive research before presenting their products to the consumers." And you are told that "from time to time, Mrs. Anderson will present the results of her visits to these firms . . . in the editorial pages of the magazine." Finally: "Before accepting products for advertising . . . *Parents' Magazine's* Consumers' Service Bureau arranges, when necessary, for . . . tests . . ."

All of this is "to the end that the readers of *Parents' Magazine* may use with assurance any of the products advertised in its pages."

NOW, presumably, you may give your sick child *Vicks Va-tro-nol* nose drops with assurance that since the product was advertised on page 51 of the November issue of *Parents'*, it cannot possibly be harmful to your child. As CU members know, the harsh facts are that *Vicks Va-tro-nol* nose drops—and all other mineral oil nose drops, no matter where advertised—may be drawn into the lungs of young children and cause either chronic pneumonia or acute pneumonia and death. As CU members also know, and as *Parents'* readers should, nose drops are of no value in preventing a cold or its complications, giving only temporary relief at best.

Just a few weeks after the Federal Trade Commission issued an order to *Fleischmann's Yeast* to "cease and desist" from "false and misleading" statements, *Parents'* chose to publish in its November issue (page 44) a *Fleischmann's Yeast* ad. The ad is still misleading. Despite *Parents'* assurance and *Fleischmann's* "promise," consumption of yeast will not produce "a steady improvement of that run-down feeling due to lack of certain vitamins."

Another product to which *Parents'* gives its blessing is *Ex-Lax*. *Ex-Lax* contains phenolphthalein which, while relatively harmless to most users, can in others act as an irritant to both the small intestine and the colon. It can cause marked stomach and intestinal disturbances, and in sensitive persons it may bring about skin eruptions and

ulcers of the mouth. Despite the advertisement on page 88 of the November *Parents'*, *Ex-Lax* is emphatically not "good for every member of the family."

The November issue also includes (page 12) an advertisement which portrays a young mother in the act of promising her baby daughter a lifetime of bliss through the regular use of *Listerine*. Aside from the arrogant nonsense which distinguishes this whole school of advertising, it should be noted that a *Listerine* advertisement has no right to promise even to "check" bad breath (which it specifically does promise). As CU members know, no mouthwash can do more than cover up—partially and temporarily—the bad breath.

APPROXIMATELY two-thirds of the 92-page November issue is devoted to advertising copy, and if any special discrimination has been exercised by Mrs. Barbara Daly Anderson it is not visible to the naked eye.

Consumers will do well to beware of consumer services operated by magazines which accept paid advertisements. *Good Housekeeping's* service is, of course, the best known of these. It will not be news to CU members that the list of products bearing the *Good Housekeeping* "Seal of Approval" includes at least 40 products which the Federal Trade Commission has ordered to "cease and desist" from misleading statements. This seal appears on such products as *Saraka*—which isn't so safe as the advertising indicates—and *Lysol*, which is recommended as a contraceptive (with a delicate avoidance of the word) and which, according to several reports, has actually caused a number of deaths by poisoning.

Among the list of drug products approved by *Good Housekeeping* and found by CU to be dangerous, ineffective or falsely advertised are: *Mistol Nose Drops*, *Pineoleum Nose Drops*, *Vicks Va-tro-nol Nose Drops*, *Vicks Vaporub Ointment*, *Vicks Vapex Inhalant*, *Hexyl-resorcinol*, *Pepsodent Antiseptic*, *Pepsodent Toothpaste*, *Listerine*, *Lavoris*, *Fleischmann's Yeast*, *Musterole Ointment*, *Ipana Toothpaste*, *Dr. Lyon's Toothpowder*.

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